

State of the County Health Report

Sampson County 2013



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



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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 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 over 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 in an area known as the coastal plains, our picturesque county boasts 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 only an hour 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 each household to fumigate if a member of the home had any of the following diseases: measles, mumps, whooping cough, typhoid fever, scarlet fever, tuberculosis or diphtheria.

Since 1911, the health department has continued to provide services that are essential to the public's health. Public health is a "quiet miracle" with a contribution to the quality of life that cannot be estimated. Public health is uniquely responsible for bringing the benefits of prevention to Sampson County citizens.

SCHD currently has a staff of 42 employees with an annual budget of \$3.8 million.

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.

The Sampson County Partners for Healthy Carolinians is a public-private partnership representing public health, the hospital, health and human service agencies, civic groups, churches, schools, the community college, businesses, community leaders, and at-large community members. The partnership currently has twenty active members.

Sampson County Data Profile Highlights – 2010

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

(Source: <http://factfinder.census.gov>)

Sampson County Data Profile Highlights – 2010

Category	Estimate	Percent
Economic Characteristics:		
In labor force (16yr and older)	48,774	(x)
Median household income (in 2010 inflation – adjusted dollars)	36,832	(x)
Median family income (in 2010 inflation – adjusted)	45,000	(x)
Families below poverty level	(x)	15.9

(Source: <http://factfinder.census.gov>)

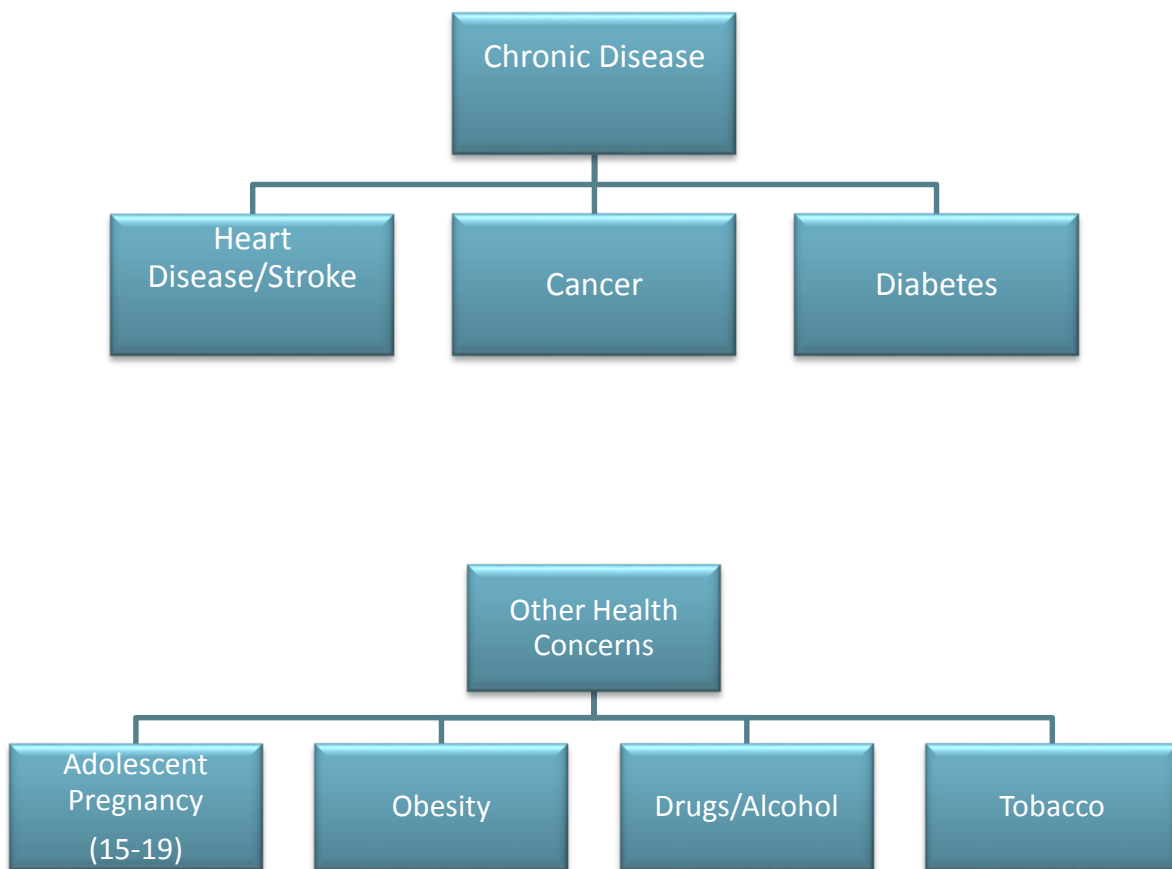
Sampson County Data Profile Highlights – 2010

Category	Estimate	Percent
Social Characteristics:		
Average household size	2.60	(x)
Average family size	3.11	(x)
High school graduate or higher	26,059	74.8
Bachelor's degree or higher	5,290	12.6

(Source: <http://factfinder.census.gov>)

Community Health Concerns

Chronic Disease, Obesity, Teen Pregnancy, Drugs & Alcohol, and Tobacco were selected as the health priorities as a result of the 2011 Community Health Assessment (CHA). CHA is a process by which community members gain an understanding of health, health concerns, and health care systems of the community. These community members identify, collect, analyze, and disseminate information on community assets, resources, strengths and needs.



Heart Disease/Stroke

2012

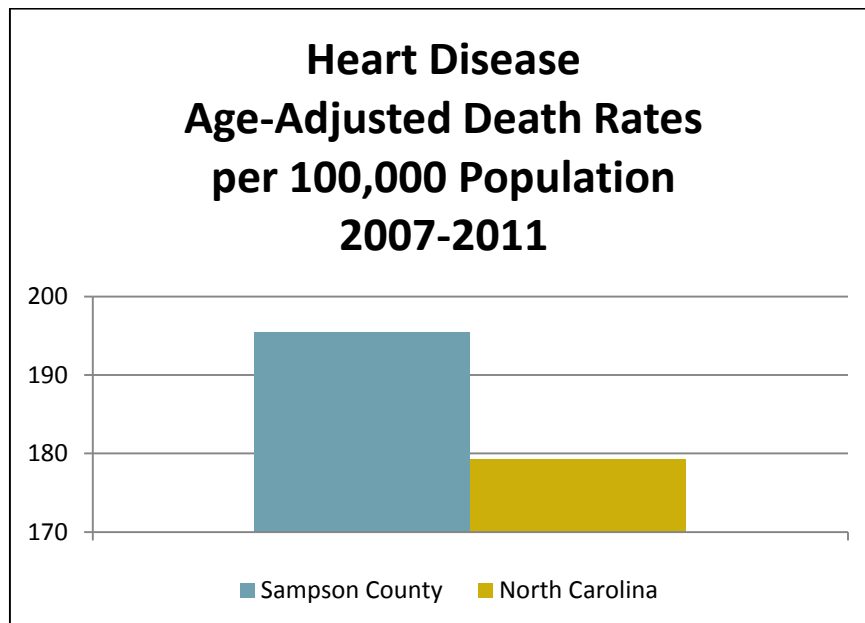
- Total deaths from diseases of the heart was 668 from 2007–2011
- 126 residents died from heart disease in 2011
- Heart disease mortality rate increased to 197.7 and it exceeded the state's rate of 175.6 in 2011
- White males had the highest death rate of 264.1, African American males followed with a rate of 259.1

www.schs.state.nc.us

2009

- Total deaths from 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 exceeded the state's rate of 182.6 in 2009
- African American males had the highest death rate of 262.4, white males followed with a rate of 254.0

www.schs.state.nc.us



Cancer

2012

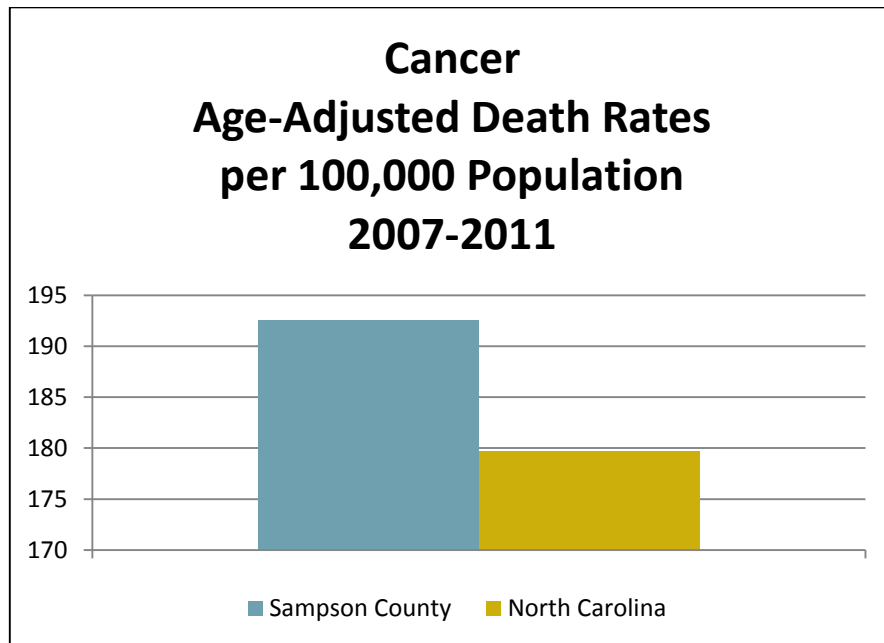
- Total cancer deaths was 677 from 2007–2011
- 116 cancer deaths in 2011
- In 2011, the cancer mortality rate of 182.0 was lower than the state’s rate of 188.5
- African American males demonstrated the highest cancer death rate of 328.3, white males followed with a rate of 261.9

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2009

- Total cancer deaths was 684 from 2005–2009
- 140 cancer deaths in 2009
- In 2009, the cancer mortality rate of 214.0 was higher than the state’s rate of 186.3
- African American males demonstrated the highest cancer death rate of 356.6, white males followed with a rate of 246.5

www.schs.state.nc.us



Diabetes

2012

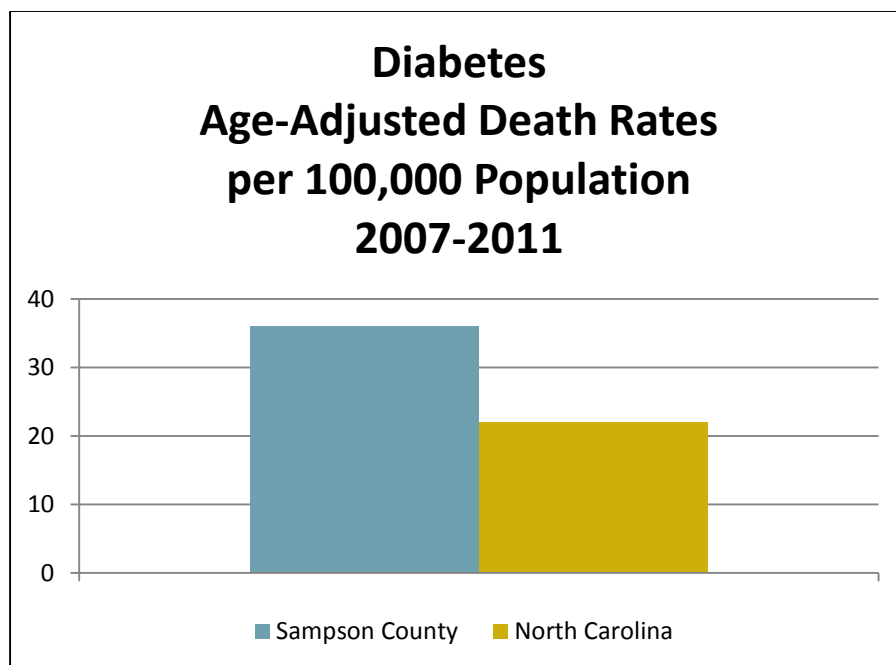
- Total deaths from diabetes complications was 125 from 2007-2011
- 28 deaths due to diabetes in 2011
- In 2011, the diabetes mortality rate of 43.9 was higher than the state's rate of 23.6
- African American males demonstrated the highest diabetes death rate of 71.5, African American females followed with a rate of 50.5

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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 higher than the state's rate of 22.5
- African American males demonstrated the highest diabetes death rate of 54.3, African American females followed with a rate of 41.8

www.schs.state.nc.us



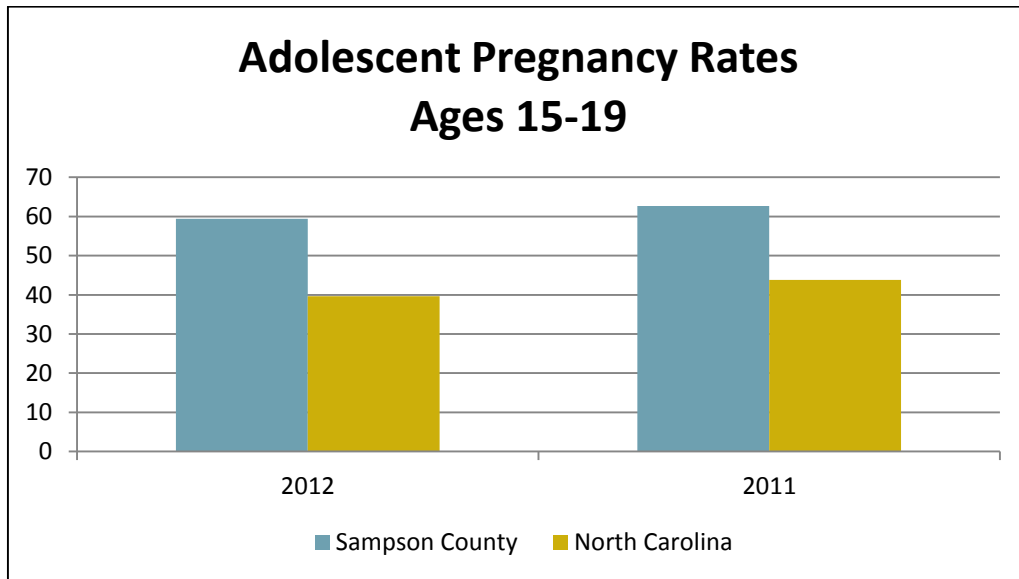
Other Health Concerns

Adolescent Pregnancy (15-19)

- In 2012, Sampson County ranked 10 out of 100 counties in North Carolina for teen pregnancy.
- North Carolina ranked 16 out of 50 states for teen pregnancy.
- Teen pregnancy rate decreased from 62.7 in 2011 to 59.4 in 2012 which was still higher than the state's 2012 rate of 39.6
- Sampson County's percentage of repeat pregnancies was 25.0 compared to the state's percentage of 24.5

www.appcnc.org

www.schs.state.nc.us

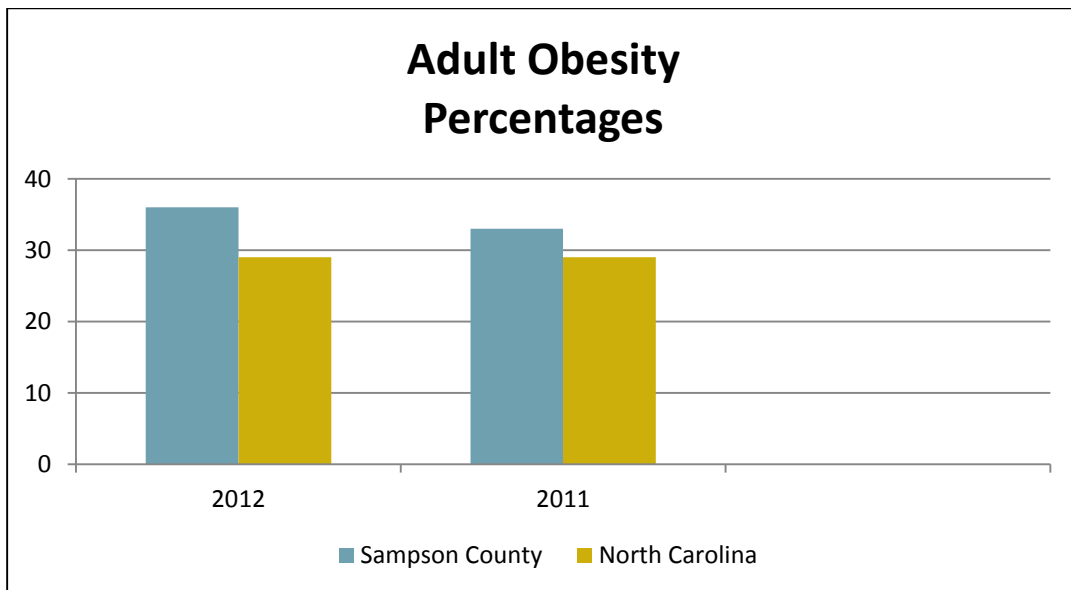


Obesity

- 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's percentage of 18.0%
- In 2012, Sampson County's adult obesity percentage of 36.0 exceeded the state's percentage of 29.0

www.schs.state.nc.us

www.countyhealthrankings.org



Drugs/Alcohol

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

www.nchealthyschools.org/data/yrbs

Tobacco

- In 2012, Sampson County's adult smoking average of 19% was exceeded by the State's average of 22%
- In 2011, the NC Youth Tobacco Survey for Region 1/Coastal Region reported:
 - Current use of any tobacco product within the last 30 days:
 - 9.7% of middle school students
 - 24.5% of high school students
 - Exposure to anti-tobacco education in school in the past year:
 - 46.9% of middle school students
 - 37.4% of high school students

www.tobaccopreventionandcontrol.ncdhhs.gov
www.countyhealthrankings.org/#app/northcarolina/2012/sampson/county/

Sampson County Leading Causes of Death – 2011

Rank	Cause	Number	Percent
1	Diseases of the Heart	126	21.3
2	Cancer	116	19.6
3	Cerebrovascular Disease	39	6.6
4	All other unintentional injuries	32	5.4
5	Chronic Lower Respiratory Disease	28	4.7
6	Diabetes Mellitus	28	4.7
7	Alzheimer's Disease	27	4.6
8	Motor vehicle injuries	16	2.7
9	Nephritis, nephrotic syndrome and nephrosis	11	1.9
10	Septicemia	2	0.3
	All other causes (Residual)	167	28.2
	Total Deaths-All Causes	592	100.00

(Source: State Center for Health Statistics, North Carolina)

2013 Progress toward Identified Health Priorities/Concerns

Heart Disease/Stroke Prevention

- Sampson Regional Medical Center (SRMC) conducted 12 Heart Healthy classes.
- Six articles related to Heart Disease were submitted to *The Sampson Independent*, *The Sampson Weekly*, and *El Mercadito* on behalf of the Sampson County Health Department and Sampson County Partners for Healthy Carolinians.
- Several community presentations, including the Diabetes Health Fair in November 2012, were conducted in Sampson County with several hundred participants.

Cancer Prevention

- 15th Annual Breast Cancer Rally was held at the County Courthouse in downtown Clinton, followed by a “Walk for the Cure” to Sampson Center Gymnasium with over 200 participants.
- Six cancer related articles were submitted to *The Sampson Independent*, *The Sampson Weekly*, and *El Mercadito*.
- Sampson County Breast and Cervical Cancer Control Program (BCCCCP) distributed over 675 pink breast cancer ribbons and 200 teal cervical cancer ribbons to local churches and organizations for the Pink and Teal Ribbon Campaigns.
- Over 15 Breast and Cervical Cancer presentations were conducted in the community reaching over 200 Sampson County residents.
- During Breast Cancer Awareness Month, BCCCCP utilized the Button Chair for the third year. This was an innovative art display designed to increase awareness in hopes of saving lives. Every button represents a unique story of courage and strength of persons diagnosed with breast cancer.

Diabetes Prevention

- The Diabetes Self-Management Program at the Sampson County Health Department (SCHD) provided 12 diabetes education classes reaching 101 diabetics.
- The Registered Dietician for SCHD provided individual Medical Nutrition Therapy (MNT) sessions.
- The Diabetes Educator for SCHD participated in community health fairs reaching over 500 individuals.
- The Diabetes Educator for SCHD conducted presentations to local churches, nutrition sites, worksites, organizations, and also appeared on the local television program “We Should Know.”
- Sampson Regional Medical Center (SRMC) conducted 24 Diabetes Bus Initiative classes.
- SRMC held 12 Understanding Diabetes classes.
- Seven Sugar Buddies classes were conducted through SRMC.

Teen Pregnancy Prevention

- Goal – to reduce our teen pregnancy rank from 16 to 100th in the State and reduce our repeat teen pregnancies in teens under nineteen years of age.
- SCHD partnered with Academic Abundance to educate teens in Family Planning & STD presentations that have reached 137 high school students during the 2012-2013 school year.
- Four HIV/STD and Family Planning articles were submitted to *The Sampson Independent*, *The Sampson Weekly*, and *El Mercadito* on behalf of the SCHD.

Obesity Prevention

- North Carolina Cooperative Extension (NCCE) graduated a total of 31 participants from the Eat Smart Move More Weigh Less (ESMMWL) Program with a total weight loss of 225 pounds.
- Sampson Regional Medical Center (SRMC), in conjunction with North Carolina Cooperative Extension, provided 30 classes on Weight Loss for Life.
- Sampson Regional Medical Center provided a *Community Wellness* calendar each month.
- The Fitness Renaissance Program teamed with Clinton City and Sampson County Schools to reach over 4,000 students in grades K-3. Students received awards and medals through the program.
- Sampson County Partners for Healthy Carolinians (SCPHC) submitted two articles related to obesity to *The Sampson Independent*, *The Sampson Weekly*, and *El Mercadito*.
- Clinton City Schools and SCPHC hosted the Walk to School Day in October 2012 with over 1,100 students participating.

Drugs/Alcohol Prevention

- “Stay on Track Program” was implemented in the middle school during the 2013-2014 school year. Approximately 305 students from Roseboro-Salemburg Middle School and Hobbton Middle School participated in the program.
- “Drive In/Drive Out Drugs Fundraiser” was held April 2013. This was held to promote awareness of making smart choices and to avoid using drugs. The funding is used to purchase supplies for the “Stay on Track Program.”
- The Meth Task Force continues to be active. The mission of the Meth Task Force is to build and strengthen the capacity of Sampson County communities to create a safe, healthy and drug/crime free environment by strategically serving as a catalyst to mobilize community efforts to reduce addictive behaviors among youth and adults. For more information, please visit the website – www.methdeath.org.

Tobacco Prevention

- Sampson Regional Medical Center (SRMC) offered the Freedom from Smoking Program through the American Lung Association.
- Three advertisements were submitted to *The Sampson Independent* on behalf of SRMC.
- SRMC held its 3rd Annual Care Fair in October, 2013.

New Initiatives and Emerging Issues

New Initiatives

- The Sampson County Breast and Cervical Cancer Program (BCCCP) will apply for the 2013 United Way of Sampson County funding application for cancer prevention and awareness.
- In 2012, the BCCCP Advisory Board applied for and received the South River grant of \$5,000 for mammograms to be done through the Breast and Cervical Cancer Control Program.
- SCHED obtained an Office of Rural Health grant to sustain the Prescription Assistance Program.
- The WiseWoman Program will be implemented during the 2013-2014 fiscal year and will be a supplement to BCCCP.
- The Community Health Assessment will be due December 1, 2014. Teams are already in the process of beginning data collection, surveys, and collecting other information needed to complete the CHA.

Emerging Issues

- Funding/Budget for Sampson County Partners for Healthy Carolinians
- Community Transformation Project (CTP)
- SRMC plans to expand Freedom from Smoking Program into the workplace
- Will actively solicit volunteers for the Sampson County Partners for Healthy Carolinians

Volunteers Are 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 1pm every 4th Tuesday of the month.

Ways Community Members Can Get Involved

- Become a member of Sampson County Partners for Healthy Carolinians (SCPHC).
- Attend SCPHC meetings on the 4th Tuesday of each month at the Center for Health and Wellness, 417 E. Johnson St., Clinton, NC at 1pm.
- Volunteer to assist the SCPHC with community health fairs, and participate in Healthy Carolinians sponsored events.
- Participate in community forums and coalitions.
- Invite 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.