

STATE OF THE COUNTY'S HEALTH REPORT

2008



Prepared by Pitt County Health Department in collaboration with Pitt Partners for Health



In 2007 Pitt County conducted a comprehensive community health assessment to determine the priority health areas for 2008-2011. The priority areas identified during the 2007 Community Health Assessment were Cancer, Diabetes, Heart Disease and Stroke, Nutrition and Physical Activity, Injury Prevention, Older Adult Health, Infant Mortality, STDs/HIV/AIDS, and Substance Abuse. Cancer and Injury Prevention are the two newest priorities for Pitt County. This report will highlight the activities undertaken in the past year to address each of these priority areas. To access the *2007 Community Health Assessment* that provides much of the data to support these priorities, visit www.pittcountync.gov/depts/health/stats/ or contact Jo Morgan at 252-902-2426.

Cancer

Major goals – Increase awareness of the risk factors, prevention, and signs of cancer, as well as increase access to cancer screening with a focus on breast, colorectal, and skin cancers. As the second leading cause of death in Pitt County, cancer is one of the newest priority health areas for Pitt County. The 2002-2006 total cancer death rate for Pitt County was 206.3. Death rates from cancer continue to decrease slightly for Pitt County. Death rates for the leading cancers including colon, lung, female breast, and prostate declined for the period 2002-2006. Though a decline in cancer death rates is encouraging, the latest data available on the projected number of new cases of breast and prostate cancers shows an increase of 17.2% for breast and 21.4% for prostate. (Data source: NC State Center for Health Statistics, Detailed Mortality Statistics and County Trends in Key Health Indicators, 2007)

Highlights

- Screenings
 - Five (5) breast cancer screening events were held with 164 women receiving clinical breast exams and instructions on performing monthly breast self exams.
 - Twelve (12) colorectal screenings were held.
 - Four (4) skin cancer screenings were held with 244 people participating.
 - 123 uninsured women received breast and/or cervical cancer screenings and a mammogram as participants in the NC Breast and Cervical Cancer Control Program.
- Awareness Programs
 - Pitt County Memorial Hospital hosted 20 education programs—11 breast cancer, five (5) colorectal cancer, two (2) prostate cancer, and two (2) skin cancer.
 - Displayed information at six (6) community fairs and hosted two (2) resource fairs – one focused on breast and cervical cancer; the other focused on prostate cancer.
- American Cancer Society
 - Provided education and services to 252 Pitt County residents to include, transportation assistance, lodging at the McConnell Raab Hope Lodge, and supportive programs for cancer patients. Reach to Recovery provides support to breast cancer patients and Man to Man provides support to prostate cancer patients.

Diabetes

Major goals – Provide screenings to identify persons at risk for diabetes, as well as provide public education to increase awareness of the signs and symptoms of pre-diabetes and diabetes. The percent of Pitt County adults who report being told they have diabetes has nearly doubled in four years (6.0% in 2004 compared to 11.2% in 2007). (Data source: NC State Center for Health Statistics, Behavioral Risk Factor Surveillance Survey (BRFSS), 2004, 2007)

Highlights

- Winning With Diabetes
 - More than 150 people attended the 7th Annual *Winning With Diabetes* Conference aimed at providing education and screening for improved diabetes management.
 - Over 50 volunteers from Brody School of Medicine, Pitt County Memorial Hospital, ECU College of Nursing, Pitt County Health Department, and the community planned and helped the day of the event.
 - Supported by a grant from the Pitt Memorial Hospital Foundation
- The Diabetes Education Fellowship
 - Brody School of Medicine, Department of Endocrinology, provided three, one week long education programs for health care providers.
 - Approximately 135 health care providers participated this past year.
 - Supported in part by a grant from the NC Division of Public Health
- Diabetes Self Management Program
 - Pitt County Health Department is one of 17 counties in the State piloting the North Carolina Diabetes Self Management Program. The mission of the Diabetes Self Management Program is to provide quality comprehensive diabetes self-management education to empower persons with diabetes.
- The program is overseen by the NC Division of Public Health and funded by a grant from the Kate B. Reynolds Charitable Trust Fund.
- First Born Community Development Center
 - Provided “Diabetic Friendly” supplemental food boxes monthly to 172 people with diabetes. Also provided monthly exercise programs, nutrition education, and recipe and cooking demonstrations focused on teaching participants to reduce sugar, fat, and sodium in their diets.
 - Supported in part by a grant from the Pitt Memorial Hospital Foundation
- Diabetes Support Group
 - Monthly meetings of the American Diabetes Association, Pitt County Chapter are held at the ViQuest Center with an average attendance of 25. Meetings are open to the community and free of charge.
 - Pitt Partners for Health supports the printing of promotional material to encourage attendance at meetings.
- Pitt County Diabetes Project
 - Lay health advisors trained in diabetes education provided education to over 200 individuals through workshops, exercise classes, and health screenings within the County.
 - The Project is administered by Staton Mill Community Development and funded by the Pitt Memorial Hospital

Heart Disease and Stroke

Major goals – Increase access to blood pressure and cholesterol screenings, as well as increase awareness of the signs and symptoms of heart attack, stroke, and the need to call 911. Mortality data for the period 2002-2006 shows a continued decline in both heart disease and stroke. However, the percent of Pitt County adults reporting they had ever been told they had high blood pressure or cholesterol rose slightly in 2007 compared to 2005. About 32% of Pitt County adults report they have high blood pressure and 37% of Pitt County adults report they have elevated cholesterol. Knowledge of the warning signs of heart attack and stroke, as well as the need to call 911 increased among Pitt County adults from 2005 to 2007. In 2007, 12.1% of adults knew the heart attack warning signs, 21.4 % knew the warning signs of stroke, and 87.5% of Pitt County adults indicated they would call 911. (Data source: NC State Center for Health Statistics, Leading Causes of Death and Behavioral Risk Factor Surveillance Survey, 2005, 2007)

Highlights

- Cholesterol and Blood Pressure Screening
 - Community partners participated in more than 50 community fairs and events throughout Pitt County.
 - Over 1000 people participated in cholesterol and/or blood pressure screenings.
- Community Awareness Efforts
 - Approximately 600 women participated in the 2008 GO RED event in Pitt County to increase awareness of heart disease in women.
 - The NC Heart Disease and Stroke Prevention Program sponsored the development of two 30 second television advertisements focusing on the two least known symptoms of stroke and the importance of calling 9-1-1
 - Ads were aired for six weeks (approximately 900 times/week) in 16 counties in eastern North Carolina, including Pitt County.
 - Pre- and post-surveys showed an average 10% gain in awareness levels (over baseline) of four of the five symptoms of stroke.
- Healthy Lives/Healthy Choices – Community Based Program
 - Twenty-eight (28) African American churches actively participate in this Program aimed at reducing the racial disparity in cardiovascular disease morbidity and mortality. Supported by funds from the NC Health and Wellness Trust Fund
 - Nine (9) African American churches established walking trails on their church grounds to increase opportunities for physical activity among their members and the community. Partial support of the trails was provided by Pitt Partners for Health.
- Continuing Education for Health Care Providers
 - Twenty-six (26) EMS and hospital personnel within eastern NC completed the *Advanced Stroke Life Support* course. Course sponsored by the Eastern NC Heart Disease and Stroke Prevention Program.
 - Eastern Regional Stroke Conference 2008: *Strokes in Younger Adults-Redefining Midlife Crisis* (170 participants) was jointly sponsored by Eastern Area Health Education Center, Eastern NC Heart Disease and Stroke Prevention Program, Northeastern NC Partnership for Public Health, University Health Systems, and American Heart Association/American Stroke Association.
 - The 14th Annual Eastern Regional Cardiovascular Conference: *Cardiovascular Intricacies and Interrelationships* (189 participants) was jointly sponsored by the East Carolina Heart Institute, Pitt County Memorial Hospital, University Health Systems, Brody School of Medicine, UNC Eshelman School of Pharmacy, Eastern Area Health Education Center, and the Eastern NC Heart Disease and Stroke Prevention Program.
- Stroke Center Certification
 - Pitt County Memorial Hospital received certification as a Primary Stroke Center from The Joint Commission in October 2007. Achievement of certification signifies that the services provided have the critical elements to achieve long-term success in improving outcomes.
- Eastern NC Stroke Network (ENCSN)
 - The Eastern NC Heart Disease and Stroke Prevention Program, Eastern Area Health Education Center, the American Heart Association/American Stroke Association, and the Northeast Partnership for Public Health sponsored strategic planning sessions for the Eastern NC Stroke Network.
 - Participants included staff from the Eastern Regional Office of Emergency Medical Services, Pitt County Memorial Hospital, Chowan Hospital, Craven Regional Medical Center, Onslow Memorial Hospital, Carteret General Hospital, NC Stroke Care Collaborative, NC Stroke Association, the Community Care Plan of Eastern Carolina, and public health.
 - The vision of the ENCSN is to be recognized as a leading resource for voluntary collaboration on stroke best practices in eastern NC communities. The mission of the ENCSN is to improve the prevention, treatment, and quality of stroke care in eastern NC through a coordinated regional system.
- The East Carolina Heart Institute
 - Construction on the new \$220 million East Carolina Heart Institute, a partnership between East Carolina University and Pitt County Memorial Hospital, ended in late 2008.
 - The \$160 million hospital facility will treat cardiovascular patients in a new, six-story tower that will include 120 beds, clinical space, diagnostic services, and surgical suites. This clinical tower, which opens in January 2009, will be attached to the east end of Pitt County Memorial Hospital.
 - The \$60 million research, education, and outpatient care component of the Institute is housed in a separate facility located near the Brody School of Medicine on the west campus of East Carolina University. This facility opened in the of fall 2008.
 - The N.C. General Assembly appropriated state funds in 2004 for ECU to build the new center for cardiovascular research, outpatient programs and education.
- Automated External Defibrillator (AED)
 - Pitt County Schools received six AEDs (one for each of the high schools) through a grant from the NC High School Athletic Association.
- Related Activities – Tobacco Free Policies
 - Pitt Community College (PCC) received a multi-year grant from the NC Health and Wellness Trust Fund Commission to develop a Tobacco Free Task Force to examine current tobacco policies, educate the college campus on health and wellness issues relating to tobacco, and develop a tobacco-free campaign to move toward a tobacco-free campus.
 - East Carolina University (ECU) received a multi-year grant from the NC Health and Wellness Trust Fund Commission to build upon existing tobacco prevention education, promote cessation programs, expand student advocacy efforts for tobacco prevention, and eliminate exposure of secondhand tobacco smoke while working toward adopting a tobacco-free campus policy.
 - Both PCC and ECU have policies that prohibit smoking within 25 feet of any campus building.

Nutrition and Physical Activity

Major goals: Promote increased fruit and vegetable consumption among Pitt County children and adults, as well as increase physical activity opportunities within the County. Nearly 32% of Pitt County children ages 2-18 years are overweight or at risk for overweight. For the past three years, the percentage of Pitt County adults who report they are overweight or obese has remained at about 65%. Less than 20% of Pitt County adults eat the recommended five or more servings of fruit and vegetables per day and only about 40% of Pitt County adults meet the physical activity recommendations. (Source: NC State Center for Health Statistics, NC-NPASS, 2007; Behavioral Risk Factor Surveillance Survey, 2005-2007)

Highlights

- Fit Community Designation
 - Pitt County received the Fit Community Designation in 2007 from the Fit Community Program – a public-private partnership between the NC Health and Wellness Trust Fund and Blue Cross and Blue Shield of NC. Designation recognizes communities for creating environments that support healthy living through the adoption and implementation of nutrition, physical activity, and tobacco-free policies.
 - Seven (7) communities received awards in 2007 - two (2) counties and five (5) municipalities.
 - Pitt County was one of five Fit Community designees to be featured on the UNC-TV “North Carolina Now” Show.
- Community Awards
 - Pitt County Government received two awards for implementing initiatives to improve employee health from the American Heart Association in 2007-08 – the *Community Innovation Award* and the *Work Place Innovation Award*.
 - Pitt County Government was also recognized as a Gold Level Start! Fit Friendly Organization in 2007-08 and 2008-09. Companies are recognized for their efforts to offer employees support for physical activity, increase healthy eating options at work, and promote a culture of wellness.
- Food Literacy Partners Program (FLPP)
 - Thirty (30) additional individuals were trained as FLPP volunteers. A total of 337 volunteers have graduated from the program since its inception. The goal of this program is to provide accurate food and nutrition information. FLPP is supported by grant funding from the Pitt Memorial Hospital Foundation.
- Farmers Market Nutrition Education Program
 - Operated 18 education programs on Saturdays throughout the summer of 2008.
 - Highlighting healthy recipes and utilizing fresh produce at the market, the program provided 2,484 food samples to visitors at the market.
 - Supported by Pitt Partners for Health, local farmers, and the Pitt County Health Department, as well as grant funding from the Pitt County Health Education Foundation
- Fresh Produce Initiative
 - More than 23,600 adults and children at risk for hunger received nutritious fruits and vegetables from the Food Bank of North Carolina/Greenville Branch. The Food Bank distributed 1.7 million pounds of food (including 74,000 pounds of sweet potatoes) through 49 partnering agencies. This initiative was supported by the Pitt Memorial Hospital Foundation.
- Winner's Circle Healthy Dining Program
 - Eight (8) establishments participated in the Winner's Circle Healthy Dining Program – a program aimed at identifying menu items that meet the Winner's Circle criteria in order to help consumers make healthier dining choices.
 - Additionally, all Pitt County Schools' cafeterias participate in the program.
- ECU Pediatric Healthy Weight Research and Treatment Center
 - Expanded the Healthy Weight clinic, doubling its capacity to provide comprehensive evaluations for overweight youth and adding new services such as an embedded medical family therapy intern and referrals for physical therapy services.
- Received recognition from the National Initiative of Children's Healthcare Quality (NICHQ) as one of three model programs nationally, and by the Agency for Healthcare Research and Quality (AHRQ) as an “innovation attempt” for childhood obesity treatment.
- Collaborated with community partners to develop *Take Off 4-Health*, a three week residential summer camp and year-long, family-centered program, to help overweight youth lose weight and adopt healthy lifestyle habits. A total of 34 youth participated in the summer camp. A Pitt Memorial Hospital Foundation supported scholarships for campers.
- Sponsored the 5th Annual Pediatric Healthy Weight Summit with over 115 participants from 25 NC counties and nine (9) states. Supported in part by the Pitt Memorial Hospital Foundation.
- Received 14 educational, service, and research grants aimed at preventing or reducing childhood obesity in eastern NC. Funding was obtained from a number of organizations, to include governmental agencies, commercial industry, foundations, and private donors.
- Pediatric Healthy Weight Case Management Program, PCMH
 - Actively provides case management services to 60 children and their families utilizing an interdisciplinary case management model. Intervention and service coordination in the areas of nutrition, physical activity, medical, and psychosocial needs are offered to participants.
 - Successfully completed and evaluated a social marketing campaign developed to increase community awareness of the health risks associated with childhood obesity. The campaign consisted of three television vignettes, posters, and brochures.
 - Partnered successfully with the ECU Pediatric Healthy Weight Research and Treatment Center, Community Care Plan of Eastern Carolina, ViQuest, Pitt County Health Department, and community health care practitioners in the planning and coordination of services for overweight and obese children.
 - Worked with the ECU Pediatric Healthy Weight Research and Treatment Center in the planning and development of *Take Off 4-Health*. Central to the model is the long-term case management provided by the Pediatric Healthy Weight Case Management Program to campers and their families.
 - Presented program overview at “A Call to Action: Working Together to Solve North Carolina's Obesity Crisis”, a conference co-sponsored by The Duke Endowment.
- KIDPOWER Program
 - Approximately 325 Pitt County children who were overweight or obese received Medical Nutrition Therapy consultations with a Registered Dietitian at nine (9) clinics throughout Pitt County. Between 70-75% of children seen for follow-up decreased or maintained their Body Mass Index (BMI). Program is supported in part with grant funds from the Pitt Memorial Hospital Foundation.

Nutrition and Physical Activity (CONT)

- Pitt County Schools
 - Constructed walking trails at Pactolus, Stokes, Wahl-Coates Chicod, and Creekside Schools bringing the total to 16 schools with walking trails for school and community use. A connector was also constructed to link the two Wintergreen Schools with the Pitt County District Park. Funding provided by Pitt Memorial Hospital Foundation and the NC Health and Wellness Trust Fund
 - *Active Recess for All* continues to be provided in over 500 K-5 classrooms.
 - Energizers (short, ten minute physical activities designed to be led by classroom teachers to enhance core curriculum concepts) are available to all K-8 classrooms.
 - Fourteen (14) schools and 11 after-school programs participated in Project YEAH!, an eight week program designed to encourage students to be more physically active in the after school hours.
 - International Walk To School Day (IWTS) events were held at CM Eppes Middle School, Sadie Saulter Elementary School, and Ridgewood Elementary School. The primary sponsor of the events was Safe Kids Pitt County Coalition.
 - Pitt County's first *Walking School Bus* was implemented by Safe Kids Pitt County at Ridgewood Elementary in August of 2008 and has expanded to 30 students and volunteers from two neighborhoods.
 - Presently 469 K-5 teachers and 10,070 students are involved in the Taste Explorer Program, a collaboration between the Child Nutrition Program and classroom teachers to promote fruits and vegetables.
 - Thirteen (13) Community Schools and Recreation After-Schools Programs include the GO FIT! After School Program. Students participate in weekly nutrition lessons, engage in 60 minutes of physical activity daily and enjoy healthy snacks.
 - *Healthful Living...Eating Smart and Moving More* was developed by the Food Literacy Partners in collaboration with staff from the Brody School of Medicine and ViQuest to support the Healthful Living Curriculum for ninth grade students. Eight (8) interactive modules in nutrition and physical activity support the standard course of study for these students. The modules were piloted at North Pitt High School in the 2007-08 school year and have been expanded to other high schools in the 2008-09 school year.
- NC Agromedicine Institute, ECU
 - With funding from NC Blue Cross and Blue Shield (BCBS), developed and piloted an after-school physical activity program, *Students Lead the Way to Become Fit Together Move More Communities*, for 58 low income upper elementary and middle school children in two communities. Students increased activity levels, improved grades/test performance, and learned cooperative peer to peer behaviors.
 - Developed a community walking trail at one site, New Wynn Chapel, supported by funding from Be Active NC and BCBS of NC.
- Growing Up FIT!
 - Partnered with WITN-TV 7 to promote fruit and vegetable consumption, cooking at home, and physical activity.
 - Produced monthly FIT! Newsletters that were distributed by Pitt County Schools to parents, staff, and students.
 - Provided physical activity and nutrition education to elementary students in an after-school program.
 - Trained college and high school students to mentor elementary school children to be physically active.
- ViQuest
 - Served 109 children in after school and summer camp wellness programs.
 - Provided three, 12 week family-based youth weight management programs and a summer camp funded by Pitt Memorial Hospital Foundation.
 - Served 618 children in weight management programs—Youth Weight Management at ViQuest, Weight Management Summer Camp, and the Healthful Living Curriculum.
 - Measured new walking routes around PCMH and ECU to include spaces created by the completion of the new sidewalks. Developed a brochure to identify the walking routes around the PCMH campus.
 - Expanded nutrition consultation services to local providers and the community, as well as continued services to University Health System employees achieving a total of 994 visits.
 - Added an outdoor children's playground and family recreation area at the ViQuest Center.
- Community Schools and Recreation
 - Received a \$500,000 Parks and Recreation Trust Fund Grant for Phase I of the Pitt County District Park. Components include one lighted softball field, four multi-purpose fields, 1/4 mile walking trail, concession area, and restrooms.
 - Received a \$200,000 Parks and Recreation Trust Fund Grant for Phase II of the District Park. Components include one softball field, four bocce courts, four horseshoe courts, and a playground.
 - Received a Fit Community Grant for 2008 to increase the length of the walking trail at the Pitt County District Park, build an information kiosk, and develop a community walking program with special emphasis on involving underserved populations.
 - The City of Greenville approved a Pitt County Resolution requesting an extension to the Pitt County District Park for the Greenville Greenway Master Plan. This will insure connectivity to the walking trail in the District Park as neighborhoods are developed.
 - Recreation staff has been trained and a new evidence-based health promotion program implemented for *Exercise for People with Arthritis*.
- Eat Smart, Move More Community Initiative
 - Received an Eat Smart, Move More Community Grant from the NC Division of Public Health to add 1/4 mile to the walking trail at the Pitt County District Park, and develop the Eat Smart, Move More Pitt County Walking Challenge. Partnership between Pitt County Health Department, Community Schools and Recreation, and the Pitt County Physical Activity and Nutrition Coalition
- ECU Campus Recreation and Wellness
 - Opened a new recreational park for students, as well as community members.
 - Developed 65 acres of the 129 acres available to include eight (8) multi-purpose fields, a lake with boating, sand volleyball, and miles of walking trails.
- Community Awareness Efforts
 - Annual Nutrition and Physical Activity Fair held during National Nutrition Month, March 2008 – 20 exhibitors and 300 participants. Fair sponsored by Pitt Partners for Health and Pitt Memorial Hospital Foundation
 - Thirteen (13) nutrition education programs, including two multi-session series of *Families Eating Smart, Moving More*, were sponsored by the Pitt County Cooperative Extension Service. More than 380 individuals participated in the programs.

Injury Prevention

Major goal: Reduce the number of fatal and disabling injuries resulting from motor vehicle crashes by increasing the awareness of driver distractions and promotion of car control skills. Pitt County's eighth leading cause of death is motor vehicle injuries. Motor vehicle injuries is the third leading cause of death for Pitt County white males age less than 75 and the seventh leading cause of death for nonwhite males age less than 75 for the period 2001-2005. Many of the programs are developed by the Safe Communities Coalition of Pitt County with support from the Eastern Carolina Injury Prevention Program. (Source: NC State Center for Health Statistics, 2007)

Highlights

- Driver Improvement Course
 - A total of 1,882 adults who received a speeding citation completed the Driver Improvement Course offered by Pitt Community College. Collaborative initiative between Pitt Community College, Safe Communities Coalition of Pitt County, and the Pitt County District Attorney's Office
- SAFETeens
 - In the past year, 117 volunteers have conducted 30 SAFETeens presentation to 1,077 students at all six high schools in the County. This highly interactive curriculum presented by a health care provider, a first responder, and a law enforcement officer to high school driver's education classes educates teens about the dangers of risky driving behaviors.
- Crash Maps
 - Crash maps are developed annually depicting locations of motor vehicle, bicycle, and pedestrian crashes involving death or a severe injury.
 - Maps are distributed to law enforcement and available on the Planning Department's website at www.pittcountync.gov/depts/planning/
 - Collaboration between Pitt County Planning Department, local law enforcement, Department of Transportation, and Safe Communities Coalition
- Bicycle Safety Initiatives
 - The Greenville City Council appointed a Greenville Bicycle Friendly Task Force to review and assess the current status of bikeways in the greater Greenville community.
 - The Task Force is charged with developing plans for improving infrastructure and safety, while creating a positive culture change toward bicycling.
 - More than 750 fourth grade students from seven (7) schools participated in bicycle safety education and received a bicycle helmet this past year. Helmet fittings were provided by 75 community volunteers.
- Child Passenger Safety
 - Pitt County SAFE KIDS distributed 171 child safety seats to indigent families.
 - Child safety seats were provided to 170 Latino children as a result of grant funds from Martin/Pitt Partnership for Children (Smart Start) and the Pitt Memorial Hospital Foundation.
 - Child Safety Seat Inspection Stations are located at Greenville Fire Rescue Stations throughout the City. A total of 770 child safety seat checks have been conducted at these stations and at other events throughout the community.

Older Adult Health

Major Goals: Increase awareness of Alzheimer's Disease, decrease injuries caused by motor vehicle crashes, and decrease the number of falls resulting in injury in the older population.

Highlights

- Alzheimer's Awareness
 - Alzheimer's Candlelight Reflection celebration was held at Greenville City Hall to raise awareness for Alzheimer's Disease, the 10th leading cause of death in Pitt County.
- Motor Vehicle Safety
 - Four (4) AARP Safe Driver Courses offered in 2008 to older adults – 48 participants
 - Course is a collaborative effort between AARP, Safe Communities Coalition of Pitt County, and Pitt Partners for Health
 - Three (3) CarFit events were conducted for older adults—26 participants learned how to make simple adjustments to their vehicles, such as changing mirror and seat positions, to maximize driver safety.
- Falls Prevention Initiatives
 - Pitt Partners for Health spearheaded the formation of a Falls Prevention Task Force. Members of the Task Force include physicians, home health, Pitt County Memorial Hospital, ViQuest, Brody School of Medicine, and ECU College of Allied Health Sciences.
 - ECU began a Falls Risk Clinic in July. People who present at the Emergency Department with a fall related injury, but are not admitted to the hospital, are referred to the Falls Risk Clinic for follow-up. An assessment is provided by a multi-disciplinary team. Recommendations for minimizing their risk are sent to the primary provider.
 - ECU Occupational Therapy and Physical Therapy faculty presented falls research and interventions at the NC Conference on Aging in October of 2008.
- Health and Resource Programs
 - More than 200 older adults attended the Senior Resource Expo hosted by the Pitt Aging Coalition
 - Approximately 65 older adults participated in Senior Health and Fitness Day held at the Community Schools and Recreation Department. The event was co-sponsored by Community Schools and Recreation and ViQuest.
 - A variety of health education opportunities for older adults are provided by Pitt County Memorial Hospital, Pitt County Community Schools and Recreation, ViQuest, Pitt County Council on Aging, and Pitt County Cooperative Extension Service.
- Council on Aging
 - Opened the new Pitt County Senior Center in January of 2008. The 11,698 square foot facility was named in honor of the Perkins, Wells, and West Charitable Trust Fund—a platinum donor for the facility.
 - Received designation as a *Center of Excellence* in May of 2008 by the NC Division of Aging and Adult Services. Centers of Excellence provide exemplary services and opportunities to their communities and serve as mentors and models to developing centers.
 - Developed a resource directory for older adults, their family members, caregivers, and the community with grant funds from the Pitt Memorial Hospital Foundation. A total of 3,175 directories were distributed in Pitt County. An additional 1000 copies were made available on compact disc.

Infant Mortality

Major goal: Improve birth outcomes among Pitt County babies by focusing on preconception health education for men and women of childbearing age and encouraging health care providers to reinforce messages for establishing reproductive life plans. Pitt County works collaboratively with the Pitt Infant Mortality Prevention Advisory Council (PIMPAC). Pitt County's infant mortality rate was 6.4 deaths per 1000 live births in 2007 compared to 8.5 for North Carolina. (Data source: NC State Center for Health Statistics, Vital Statistics, 2007)

Highlights

- Preconception Health Awareness Campaign
 - The Health Department was awarded a grant from the March of Dimes to implement a preconception health awareness campaign among local businesses and healthcare providers.
 - Presentations were conducted for over 200 employees at Convergys Corporation. Convergys won a 2008 NC Perinatal Association Baby Bootie Business and Industry Award for creating a work environment that promotes preconception, prenatal, and child health.
 - Eastern Area Health Education Center partnered with PIMPAC to conduct presentations to over 900 health care professionals throughout eastern NC regarding preconception health awareness and importance of counseling patients to establish reproductive life plans.
 - Pitt County Health Department received funding from the Pitt County Health Education Foundation to support the 16th Annual *Making Pitt's Babies Fit* Maternity Fair. Approximately 1300 people attended the fair.
- Healthy Start Baby Love Plus/Healthy Start Initiative
 - Outreach provided to 3,326 women of childbearing age. Approximately 330 women were linked to needed health and social resources. Supported by a grant from the NC Division of Public Health to Pitt County Health Department
- Healthy Beginnings
 - The Health Department received an additional three years of funding from the NC Division of Public Health to provide education and social support services to women at risk for poor pregnancy outcomes. Twenty-seven (27) additional women have been served this year.
- In-home Breastfeeding Peer Counselor Program
 - Nearly 400 breastfeeding women received support services from the Health Department. Program supported by a grant from the NC Division of Public Health
 - Program was expanded through a grant from the Pitt Memorial Hospital Foundation to provide services to the Spanish speaking population.
- Child Care Health Consultant Program
 - Provided technical assistance and training to child care centers and homes. More than 200 child care workers received *It's SIDS* training and eight (8) received training on *How to Support Breastfeeding in a Child Care Setting*. Program supported by the Martin/Pitt Partnership for Children
- Adolescent Pregnancy Prevention
 - The Youth Development Program, aimed at preventing adolescent pregnancy by focusing on self esteem, decision making, goal setting, and community service, currently serves youth and parents in two school attendance areas.

STDs/HIV/AIDS

Major goals: Provide increased opportunities for testing and education throughout the community on the risk factors for HIV/STDs, as well as the prevention of HIV/STDs. Pitt County ranks 25th in the State for the average rate of HIV Disease cases and ranks 18th in the State for the average rate of AIDS cases. Pitt County's number of chlamydia cases remained at just over 900 cases for a rate of 624 per 100,000, a rate nearly double NC's chlamydia rate. Nearly 500 cases of gonorrhea are reported in Pitt County each year. The number of syphilis cases continues to be low due to aggressive contact investigation, however based on increases in other areas of the State this may change in future years. (Data source: NC HIV/STD Prevention & Care Branch, 2007)

Highlights

- Pitt County Health Department
 - STDs screenings provided
 - Gonorrhea – more than 5200 tests
 - Chlamydia – more than 3000 tests
 - Syphilis – more than 4400 tests
 - HIV – more than 4400 tests
 - 505 home visits made to identify or notify contacts to syphilis, HIV, or AIDS and 110 home visits made in order to provide treatment for hard to reach clients.
 - Nearly 1000 individuals received STD/HIV risk reduction education within the community. An additional 592 people participated in VOICES (Video Opportunities for Innovative Condom Education and Safer Sex) training.
 - Condoms are provided at nine (9) locations throughout the community. Over 20,000 condoms were distributed through these locations, as well as health fairs/events.
 - Received a multi-year grant from the NC Division of Public Health to increase the availability of HIV testing. The Health Department contracts with PiCASO to promote and organize testing opportunities. To date, 170 individuals have been tested.
- Community Events
 - Numerous testing and education events have occurred through collaborative efforts of PiCASO, HIV PACT, ECU Campus Wellness and Student Health, Lucille Gorham Intergenerational Center, AMEXCAN, and Pitt County Health Department to include events for World AIDS Day and National HIV Testing Day.
- Pitt County AIDS Service Organization (PiCASO)
 - Provided outreach services and prevention education to over 1,000 individuals.
 - Enrolled 16 new clients in the Prevention Case Management program, a program focused on educating clients on new interventions for HIV/AIDS, as well as risk reduction practices for preventing the spread of infection.
 - Currently, seven (7) peer mentors provide information and support to 12 clients. Supported by Pitt Memorial Hospital Foundation
 - Created additional opportunities for HIV testing and expanded availability of condoms for prevention throughout Pitt County in part through funding from the Pitt County Health Education Foundation.
- Brody School of Medicine, Department of Infectious Disease
 - Teamed up with public health to implement a *Bridge Counselor Program* to identify the current health status of Persons Living with HIV/AIDS who were last known to live in one of 30 counties in eastern NC. Bridge Counselors working in Pitt County were successful in locating approximately 50% of the target population.

Substance Abuse

Major goals: Reduce substance abuse among youth and adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse. Additionally, establish and strengthen collaboration among communities, private non-profit agencies, and government to support the efforts of community coalitions to prevent and reduce substance abuse among youth. The Pitt County Substance Abuse Coalition sponsors a majority of the activities described below. In 2007, nearly 10% of middle school students and 25% of high school students reported they currently used marijuana. Almost 20% of middle school students and more than 35% of high school students reported they currently used alcohol. Ten percent (10%) of middle school students and 20% of high school students reported they currently used tobacco. (Data source: 2007 Youth Risk Factor Behavior Survey and Student Risk Behavior Survey, Brody School of Medicine, ECU)

Highlights

- Alcohol Purchase Surveys
 - Two rounds of alcohol purchase surveys were completed by Coalition members and Pitt County Sheriff's deputies for a total of 200 surveys. Forty (40) instances were observed in which alcohol would have been sold to persons who appeared to be underage.
 - Findings were shared with the community, ALE agents, and the NC Preventing Underage Drinking Task Force.
- Media Literacy
 - The Pitt County Schools adopted *Media Ready*, a media literacy training program for all eighth grade students, to be administered in health education classes.
- Media Advocacy
 - Results of the Pitt County Youth Risk Behavior Survey and Alcohol Purchase Surveys were shared with the community by newsprint, radio, television, internet, and meetings with school personnel, community leaders, and community members.
 - Safe Communities Coalition of Pitt County collaborated with the Graphic Arts Department of Pitt Community College to develop an underage drinking campaign targeting parents. Messages were displayed on billboards during the high school prom and graduation season. Simultaneously, the Coalition implemented its annual direct mail campaign to educate parents of high school juniors and seniors, as well as business establishments, on the laws for underage drinking.
- Collaboration With Law Enforcement
 - Coalition members have served on the ECU-City of Greenville Task Force to Reduce Underage Drinking and expressed support for a number of initiatives to include:
 - 1) establishing an alcohol-free night club in Greenville,
 - 2) requesting that the State law regarding alcohol kegs be strengthened by requiring that registration information be used to link specific kegs to purchasers, and
 - 3) implementing identification card readers in night clubs.
 - Teamed up with local law enforcement to offer several programs to youth including the *Keys of Life* demonstration at area high schools by ALE agents and coordinating with local agencies to host the BATmobile educational activities and demonstrations during the holiday season and Alcohol Awareness month.
- Two Pitt County Sheriff's deputies attended the Underage Drinking Enforcement Training Center's National Leadership Conference in August of 2008.
- Youth Involvement
 - The Greenville Youth Council continues to serve as the youth liaison for the Pitt County Substance Abuse Coalition. Other youth have been recruited through the Boys and Girls Club and PORT Human Services to lead the peer education program, *Take It Back Movement*, for alcohol prevention and Real Time Community Change for tobacco prevention.
 - The Youth Art Expressions project was displayed at the Greenville Mall in February of 2008. The project allows youth to express themselves graphically about drugs and violence.
- Educational Forums
 - In March of 2008, a town hall meeting sponsored by the Youth Council was held to discuss real world issues including substance abuse—57 attendees.
 - A forum was held for parents to disseminate the results of the 2007 Youth Risk Behavior Survey and increase parental awareness on alcoholic energy drinks.
 - Policies, ordinances, and laws were the subject of an educational forum on environmental strategies to prevent/reduce substance abuse held in May of 2008.
 - The Eastern NC Council on Substance Abuse and the Pitt County Substance Abuse Coalition hosted a forum in September 2008 to discuss the NC Institute of Medicine's recommendations to the NC State Legislature on substance abuse prevention and treatment.
 - Coalition members made presentations to Grifton School PTA, North Pitt High School PTA, and Farmville community members to raise awareness of local youth substance use and treatment options.
- Parent Education
 - The Eastern Carolina Injury Prevention Program conducted 24 events in five (5) Pitt County communities and two (2) out-of-county conferences in which 1,007 individuals received information and exposure to *Guiding Good Choices*, a parent education program.
 - Six (6) trained leaders/facilitators conducted the programs. Seven (7) groups were held with 37 families (37 adults and 71 children) in attendance. Supported by the Pitt Memorial Hospital Foundation

Emerging Issues

While heart disease, cancer, and stroke remain the three leading causes of death in Pitt County, the latest mortality data indicates the rates are declining. Unfortunately, data reflecting the percent of population with risk factors for these diseases (high blood pressure, elevated cholesterol, diabetes, obesity, and physical inactivity) show an increase. Likewise data on the risk factors for many of the other health priorities identified continue to be of concern (risky driving, alcohol and substance abuse among youth, poor pre-pregnancy health, and risky sexual behavior). Many of the behaviors associated with the health problems identified as priorities are modifiable behaviors that are addressed by a strong public health system that focuses on prevention and early detection. The current economic climate threatens the number of resources that a community will have to address these problems. If history is allowed to repeat itself, prevention programs will be the first to be cut. Our community members will need to be strong advocates for primary prevention and public health resources to ensure improvements in the health and quality of life for the people in our County.

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How You Can Become Involved

Each of the priorities identified in this report are addressed by various committees and coalitions within Pitt County. Many of these committees are supported by Pitt Partners for Health, Pitt County's Certified Healthy Carolinians Task Force. For more information about how you can become involved in working to address one or more of the health priorities, please contact Kristen Brooks, Pitt Partners for Health Coordinator, at 252-847-8265 or Jo Morgan, Pitt County Health Department, at 252-902-2426 or email djmorgan@pittcountync.gov. The Task Force meets the 2nd Thursday of every month, except in July. Meeting locations change, so please contact Kristen Brooks to be placed on the mailing list.

While every attempt has been made to summarize the major activities occurring within Pitt County to address each of the priority health areas, it is acknowledged that some programs may not be represented in this report. Please contact Jo Morgan, Pitt County Health Department, to ensure that information about your program as it relates to one of the priority areas for Pitt County is included in future reports.