

STATE OF THE COUNTY'S HEALTH REPORT

2005



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



In 2005, Pitt County continued to focus on health improvement initiatives within the seven priority areas identified during the 2003 Community Health Assessment process. The priority areas include: Access To Care, Diabetes, Heart Disease and Stroke, Nutrition and Physical Activity, Infant Mortality, STDs/HIV/AIDS and Older Adult Health. Additionally, Substance Abuse was added as a priority in 2005. This report will highlight the activities undertaken in 2005 to address each of these priority areas. To access the *2003 Community Health Assessment* and the *2004 State of the County's Health Report*, go to www.pittcountync.gov/depts/health/stats/ or contact Jo Morgan at 252-902-2426.

Access To Care

Major goal - Increase the availability of health and dental care, including prescription medications, to low-income, uninsured persons within Pitt County. Most recent data indicates that 20% of Pitt County adults are uninsured.

Highlights

- HealthAssist
 - Enrolled approximately 863 new persons in 2005. (Five year total of enrollees is 3,343 adults).
 - Provided 2,290 primary care visits in the four Community Resource Centers.
 - Purchased medications for clients at a dollar value of \$131,493.00 and accessed free medications from the pharmaceutical companies on behalf of clients for a dollar value of approximately \$76,455.00
 - Completed 184 vision exams and secured ongoing vision services for enrollees.
 - Prevented 115 Emergency Department visits and 45 hospitalizations
 - Provided 40 health education and self-improvement classes – 787 attendees.
- Transportation Services
 - Provided 640 GREAT Bus (City Transit) tickets to persons who had no other resources for transportation to medical and other related services
- 2005 Give Kids A Smile Day
 - 65 kids received dental health services valued at \$35,238.00.
 - Volunteers included 23 dentists, 6 hygienists, 42 assistants, 11 students and approximately 60 other support staff.
- Smile Safari Dental Unit
 - Procedures included - 537 fillings, 24 extractions, 1402 sealants, 1840 exams and cleanings
 - Expanded services to children with no dental insurance who are at or below 200% of poverty
 - Increased access to dental services by locating the Unit at the Boys and Girls Club of Pitt County in the summer of 2005
- Breast Cancer Awareness
 - Leo Jenkins cancer Center in collaboration with numerous community partners sponsored six breast cancer screenings and nine education/awareness events—Over 400 women participated
- Lay Health Advisor/Promotores Program
 - Six (6) volunteers provided education to more than 6,300 individuals to increase awareness of warning signs and prevention strategies for stroke, hypertension, diabetes and heart disease.
 - Volunteers provided 3,453 hours of service to the community.
 - Recruited health advisors (promotores) from the Hispanic/Latino community
- Community Health Center (CHC)
 - Access East, Inc. received over 1.5 million dollars in grant funding and private donations to construct a CHC in Pitt County to serve the uninsured and underinsured populations.
 - Clinic will operate as a collaborative initiative between Access East, Inc and Greene County Health Care, Inc.
 - Clinic will provide primary medical and dental care services, a full service pharmacy, and serve as a teaching facility for health care and human service programs.
 - Scheduled to begin operation in the fall of 2006
- School Nurse Program
 - Expanded services to all high school students as a result of the NC Division of Public Health School Nurse Funding Initiative
 - 5,361 students were referred to school nurses for various health issues
 - 951 students were linked to care providers
 - 56 needy children received eye exams and eye-glasses through a program administered by the School Nurse Program and funded by Pitt County Health Education Foundation.
 - 276 health education programs presented to students, staff, and families.
- Community Health Events
 - Participated in various community events and festivals to increase awareness of available health care resources.

Diabetes

Major goals –Increase the awareness of pre-diabetes and improve diabetes management through lifestyle modification. Most recent data indicates that fewer Pitt County adults report being told they have diabetes (6% in 2004 compared to 7.4% in 2002). Approximately two-thirds of people with diabetes were advised by their health care provider to lose weight and 80% advised to be physically active to control their diabetes.

Highlights

- Winning With Diabetes
 - 310 people attended the 3rd Annual “Winning With Diabetes” Conference aimed at providing education for improved diabetes management
 - 44 health care providers participated by providing:
 - Eye exams
 - Blood pressure evaluations
 - Foot exams
 - Individual consultations
- First Born Community Development Center
 - Continued to provide nutritional food supplies and nutrition education for people with diabetes
- Diabetes CARE Project
 - Health advisors continued to work within African-American churches and communities to provide education on lifestyle modification
 - Received additional financial support in 2005 from the NC Diabetes Prevention Program

Heart Disease and Stroke

Major goals - Increase awareness of signs and symptoms of heart attack and stroke, improve management of high blood pressure and cholesterol, and improve emergency response. While current data is not available specifically for Pitt County, 31.2% of Eastern North Carolinians report having elevated blood pressure and 33.2% report having elevated cholesterol. Fewer than 10% (9.1) of Eastern NC residents knew all of the heart attack warning symptoms and only 14.6% knew all of the stroke warning signs. (BRFSS data)

Highlights

- Cholesterol and Blood Pressure Screening
 - Community partners hosted 12 cholesterol and blood pressure screenings throughout Pitt County
 - 450 individuals received cholesterol screenings
 - 633 individuals received blood pressure screenings
- EMS Training
 - Advanced Cardiac Life Support (ACLS) course and supplemental four hour American Heart Association stroke module course completed by 26 city and county EMS personnel.
 - Course sponsored by the Eastern NC Heart Disease and Stroke Prevention Program and Pitt Community College.
- Community Awareness Efforts
 - 350 women participated in the “Go Red” event in Pitt County to increase awareness of heart disease in women
- Implemented a media campaign to increase awareness of the warning signs for heart attack and stroke.
 - Participated in radio interviews
 - Placed warning signs on billboards
 - Placed advertisements in the Carmike Cinema 12 Theatre
- Related Activities – Tobacco Free Policies
 - Pitt County Board of Health adopted tobacco free policy – Prohibits tobacco use within 50 feet of main Health Department building and building housing Environmental Health effective February 14, 2006
 - Tobacco free policy adopted by Pitt County Memorial Hospital - Hospital campus and its facilities will be tobacco free by May 31, 2006

Nutrition and Physical Activity

Major goals: Prevent an increase in the percentage of Pitt County children who are overweight or at risk of being overweight, as well as increase the percentage of Pitt County adults who are at a healthy weight. In 2004 (most recent data available), 66.4% of Pitt County adults report they are overweight or obese compared to 56.2% in 2002.

Highlights

- Food Literacy Partners Program
 - More than 150 volunteers currently participating in the Food Literacy Partners Program - a program aimed at increasing the availability of nutrition education in communities
- Farmers Market Nutrition Education Program
 - Operated 15 education programs on Saturdays throughout the summer of 2005
 - Provided 2,200 food samples
 - Produce donated by 12 Farmers Market vendors
- Fresh Produce Initiative
 - 26,000 Pitt County individuals at or below poverty level received fresh fruits and vegetables from the Food Bank of North Carolina. A grant from the Pitt Memorial Hospital Foundation assisted the Food Bank in accessing 639,00 pounds of fresh produce for distribution in Pitt County
- Winner's Circle Healthy Dining Program
 - Nine (9) Pitt County establishments participated in the Winner's Circle Healthy Dining Program
 - 18.4% of Pitt County adults surveyed knew about Winner's Circle compared to only 12.8% of North Carolina adults
- ECU Pediatric Healthy Weight Research and Treatment Center
 - Over 100 people attended the 2nd Annual Pediatric Healthy Weight Summit
 - Sponsored 16 Healthy Weight Forums featuring 20 speakers
 - 380 children at risk for overweight or overweight have received comprehensive obesity evaluations, including nutrition and physical activity assessments since the beginning of the ECU Healthy Weight Clinic, March 2004
- Pediatric Healthy Weight Case Management Program, PCMH
 - 60 Pitt County children currently enrolled in case management
 - Provided training to area health care providers on the use of Body Mass Index (BMI) when evaluating children for overweight.
 - Developed and implemented "Starting Point" Program – a 10 week lifestyles and healthy eating program for clients enrolled in case management
- KIDPOWER Program
 - Over 500 Pitt County children at risk for overweight or overweight received Medical Nutrition Therapy consultations with a registered dietitian at nine (9) clinics throughout Pitt County
- Pitt County Schools
 - 14 elementary schools participating in the Eat Smart Standards pilot during the spring of 2005 continue to provide student meals utilizing the standards
 - Constructed walking trails at Sam Bundy and Northwest Elementary Schools bringing the total to eight (8) schools with walking trails for school and community use. Pitt Memorial Hospital Foundation provided funding
 - *Active Recess for All* implemented in over 500 K-5 classrooms
 - Collaborated with Pitt County Government to produce an exercise video for children to be aired on the cable television – promotes physical activity at home
- Community Schools and Recreation
 - Pitt County opened its first Recreation Center
 - \$500,000.00 Parks and Recreation Trust Fund Grant awarded to Pitt County for Phase I of the County's first recreation park
- Eat Smart, Move More Community Initiative
 - Health Department received \$7500.00 grant to work with local businesses to encourage employees to adopt healthy eating and physical activity behaviors
- Community Awareness Efforts
 - *Move It! For Your Health* – a year-long nutrition and physical activity media campaign, sponsored by WNCT TV and University Health Systems of Eastern Carolina
 - Nutrition and Physical Activity Fair held during National Nutrition Month, March 2005 – 20 exhibitors and 150 attendees

Infant Mortality

Major Goal: Improve birth outcomes among Pitt County babies. Pitt County works collaboratively with the Pitt Infant Mortality Prevention Advisory Council (PIMPAC) to improve birth outcomes and lower the infant mortality rate.

Highlights

- Infant Mortality Rate
 - 2004 infant mortality rate was lowest in Pitt County history – 7.1 per 1000 live births compared to NC's rate of 8.8 per 1000 live births
 - 58.7% reduction in Pitt County's infant mortality rate since 1990.
- Outreach Initiatives
 - Prematurity Awareness Campaign
 - Health Department received March of Dimes funding (\$14,500.00)
 - PIMPAC members conducted presentations for over 300 employees of local businesses- focus on pregnancy planning and prematurity awareness messages
 - Eastern Area Health Education Center (EAHEC), partnering with PIMPAC, conducted presentations with approximately 2000 health care professionals throughout eastern NC regarding prevention of preterm births
 - Approximately 1000 people attended the 13th Annual "Making Pitt's Babies Fit" Maternity Fair
 - Healthy Start Baby Love Plus/Healthy Start Initiative
 - Nearly 3000 (2797) women of child-bearing age linked to needed health and social services
- Healthy Beginnings
 - Provided education and intensive social support services to 30 additional women at risk for poor pregnancy outcomes
- Prenatal Centering Program
 - Expanded Prenatal Centering Program (group prenatal visits) to include group visits for Spanish speaking clients
 - \$500.00 Community Award from March of Dimes to Pitt County Health Department
- In-home Breastfeeding Peer Counselor Program
 - Hired Breastfeeding Peer Counselor in February 2005
 - Hired an additional counselor in 2005 with a grant award of \$17,000.00 from USDA – Funding also supported promotional and educational materials
 - 165 breastfeeding women have received home visits and breastfeeding support to date
- Infant Toddler Safe Sleep and Sudden Infant Death Syndrome Risk Reduction in Child Care
 - 44 new child care workers received "It's SIDS" training from Child Care Health Consultants funded by Martin/Pitt Partnership for Children
- National March of Dimes Research Grant
 - ECU School of Nursing faculty member received National March of Dimes research grant to study indicators of preterm birth
 - 200 pregnant women have been enrolled in the study thus far (Target = 300 pregnant women)

STDs/HIV/AIDS

Major Goals: Decrease the rates of STDs including HIV through screening, treatment and prevention education. Reports of new HIV infection have remained about the same for the past three years in Pitt County (average of 23 each year). For the past two years, the number of chlamydia cases have averaged around 675 and the number of gonorrhea cases have averaged around 400 cases. The number of syphilis cases continue to be low due to aggressive contact investigation.

Highlights

- Pitt County Health Department
 - STDs screenings provided
 - Gonorrhea – more than 5000 tests
 - Chlamydia – more than 3000 tests
 - Syphilis – more than 3800 tests
 - HIV – more than 2500 tests
 - 42 home visits made in order to provide treatment for hard to reach clients – 99.9% of all STDs reported in 2005 were treated
 - Over 1500 individuals received STD/HIV risk reduction education within the community
- Pitt County AIDS Service Organization (PiCASO)
 - Implemented *Prevention for Positives* initiative – a program to provide education to people living with HIV/AIDS to prevent transmission
 - Established a computer lab for clients to conduct job searches, research medications, etc.
 - 150 youth received education about HIV/AIDS as part of an outreach program funded by the Pitt County Health Education Foundation
- Brody School of Medicine, Department of Infectious Disease
 - Received funding from Pitt Memorial Hospital Foundation to improve access to care for HIV positive individuals by expanding to a new site that will house an array of services including social work, outpatient pharmacy, laboratory, and clinical trials

Older Adult Health

Major Goals: Raise awareness about the needs of older adults while promoting healthier more independent lives for senior citizens in our community.

Highlights

- Influenza Vaccine
 - Held 10th Annual Flu Shot Campaign targeting older adults and others at high risk – During two day campaign, approximately 1000 flu shots administered
 - Health Department administered vaccines to 557 residents of long term care facilities
- Medicare Part D/Medicare Prescription Drug Plans
 - 82 educational/enrollment sessions were provided by Council on Aging staff and volunteers with the Seniors' Health Insurance Program
 - Over 3,200 older adults and their family members attended the educational meetings
 - Council on Aging staff directly assisted more than 500 Medicare recipients with counseling and enrollment into the Medicare Part D program
- Pitt County Health Literacy Council
 - Established a committee with representatives from various agencies in Pitt County to develop materials and resources to assist older adults with understanding health care
- AARP Safe Driver Course
 - Collaborative effort between AARP and Safe Communities Coalition
 - 3 Safe Driver courses offered in 2005 to older adults – 34 participants
- 7th Annual Memory Walk
 - Fundraiser to benefit Alzheimer's Association
 - Over \$18,000.00 raised
- Health and Resource Programs
 - 200 people screened at the Legs for Life Peripheral Vascular Screening
 - 300 older adults attended the 19th Annual Elder Fair hosted by Pitt Aging Coalition
 - More than 100 older adults participated in Senior Health and Fitness Day held at ViQuest Center
 - "Tell Me More" Caregiver Workshops offered monthly by Pitt Aging Coalition
 - Community Schools and Recreation added evidence based health promotion programs for older adults such as PACE (People With Arthritis Can Exercise)

Substance Abuse

Major goal: To build a community in which young people reject tobacco, alcohol, and other drugs, and anyone can find help. The Pitt County Substance Abuse Coalition in collaboration with other organizations worked to address the goals of this priority area.

Highlights

- Educational Forums
 - 135 participants attended a Resource Fair at Eppes Middle School
 - 100 participants attended community-wide forum, *Building a Better Community: A Call to Address Substance Abuse '05*
- Parent Education Programs
 - Trained 12 facilitators in *Guiding Good Choices* - a substance abuse prevention curriculum designed for parents with children ages 8-13
 - Implemented *Guiding Good Choices* programs in two communities for a total of four programs provided
 - Safe Communities Coalition implemented an underage drinking educational campaign targeted to parents/guardians of high school juniors and seniors, as well as business establishments
- Substance Abuse Survey
 - Conducted survey among all Pitt County high school students to determine type and prevalence of substance use
- At Risk Youth Programs
 - *Reconnecting Youth* course offered for at risk youth in all six high schools – Collaborative effort between Pitt County Schools, Pitt Mental Health and PORT Human Services
 - Semester course designed to prevent drop out, improve academic achievement, reduce substance abuse, establish achievable education and career goals, and improve positive communication skills
 - Initiated a pilot program on substance use and media literacy at Eppes Middle School
- Courts
 - Implemented a Drug Court in September 2005 as an intensive treatment alternative to incarceration — Collaboration among Pitt Mental Health, United Way, local law enforcement, and judicial system
 - Pitt County District Attorney's office established a DWI court in October 2005 to address the backlog of pending DWI cases — Funded by Governor's Highway Safety Program grant award
- Grant Awards
 - Substance Abuse Coalition received grant awards totaling just over \$105,000.00

Acknowledgments

Pitt County's efforts toward improving the priority health areas addressed within this report is the result of the collaborative efforts of many agencies and organizations. Pitt Partners for Health, Pitt County's Healthy Carolinians Task Force, provides the organizational infrastructure to facilitate many of these collaborative efforts. Additionally, Pitt County is fortunate to have two local foundations committed to improving the health of Pitt County's citizens – Pitt Memorial Hospital Foundation and Pitt County Health Education Foundation. Our community is truly fortunate to have these resources in addition to other funding opportunities.

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2005 State of the County's Health Report

While every attempt has been made to summarize the major activities occurring within Pitt County to address each of the priority areas, it is acknowledged that some programs may not be represented in this report. Please contact Jo Morgan, Pitt County Health Department, at 252-902-2426 or email djmorgan@pittcountync.gov to ensure that information about your program as it relates to one of the priority areas for Pitt County is included in future reports.

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.