



Welcome To
FARMVILLE

Honoring Our Past, Shaping Our Future

Welcome
To

SIMPSON

WELCOME TO
GRIFTON
THE FAMILY TOWN

Welcome to Ayden
INCORPORATED 1891

Welcome to the Town of
Falkland

Incorporated 1893

Helping Neighbor Community

WELCOME TO
BETHEL
Est. 1873

2019

State of the County Health Report

Pitt County, North Carolina

GREENVILLE
North Carolina

Welcome
to
TOWN of FOUNTAIN

Est. 1903

Welcome
To
GRIMESLAND

CITY LIMIT

Welcome To
WINTERVILLE
A slice of the good life!



Mission Statement:

The mission of **Pitt County Health Department** is to protect, promote and assure the health of all people in Pitt County.

Legend:

Note: (VH) denotes CHNA activities funded by Vidant Health.

BACKGROUND

The State of the County Health (SOTCH) Report is comprised annually between Community Health Needs Assessments (CHNAs) to highlight activities that address the selected health priorities. Every three to four years, local health departments within North Carolina conduct a CHNA as required by the North Carolina Department of Health and Human Services and the North Carolina Local Health Department Accreditation Board. Not-for-profit hospitals are also required by the Internal Revenue Service to conduct a CHNA every three years. The purpose of the CHNA is to examine the health status of the community and to determine health priorities for community health improvement over the three to four years following the assessment.

Pitt County's 2018/2019 CHNA was completed by the Pitt County Health Department and Vidant Medical Center through a partnership with the Office of Health Access at the Brody School of Medicine at East Carolina University, and Health ENC (now a program of the Foundation for Health Leadership and

Innovation), as part of a regional CHNA in 33 Eastern North Carolina counties. The Pitt County CHNA team was comprised of the Pitt County Health Department, Vidant Medical Center, and Pitt Partners for Health. The team collected community opinions related to health in Pitt County through community listening groups and an online community opinion survey. In addition, secondary data regarding leading causes of death and illness were collected, reviewed and compared to data from other counties, North Carolina and the United States. Both secondary and primary data were analyzed and summarized by an outside vendor (Conduent). The data were presented to Pitt Partners for Health whose members and community members reviewed the data regarding Pitt County's significant health needs and voted on the top health priorities for Pitt County based upon North Carolina's 2020 Health Objectives. Pitt Partners for Health members voted to focus on three of the nine significant health needs identified during the CHNA process as follows: Chronic

Disease Prevention; Access to Care and Social Determinants of Health; and Mental Health. The data and the top health priorities selected by Pitt Partners for Health and community members were presented to the Pitt County Board of Health and Vidant Medical Center Board of Trustees. The Board of Health voted to focus on four of the nine identified needs as follows: Chronic Disease Control; Infant Mortality Prevention; Risk Factor Reduction including Physical Activity, Nutrition; Tobacco and Substance Abuse; and Sexually Transmitted Diseases. The Vidant

Medical Center Board of Trustees and Vidant Health adopted the same health priority areas as identified by Pitt Partners for Health.

Pitt County Health Department is pleased to present this 2019 SOTCH Report which was completed in February 2020 and reflects activities that were conducted in 2019 by Pitt County Health Department, Vidant Medical Center, Pitt Partners for Health and other community partners.

Community Distribution

To access the **2019 SOTCH** report or the entire **2018/2019 CHNA**:

Visit the Health Statistics section of Pitt County Health Department's website at www.pittcountync.gov/229/Public-Health or contact Amy Hattem at amy.hattem@pittcountync.gov or **252-902-2426**. Copies of both documents can also be viewed at each of Pitt County's public libraries. Presentations to community groups are available upon request.

Leading Causes of Death (Year 2018), Pitt County Compared to NC

Source: NC State Center for Health Statistics, NC Vital Statistics, Volume 2;
Leading Causes of Death 2018

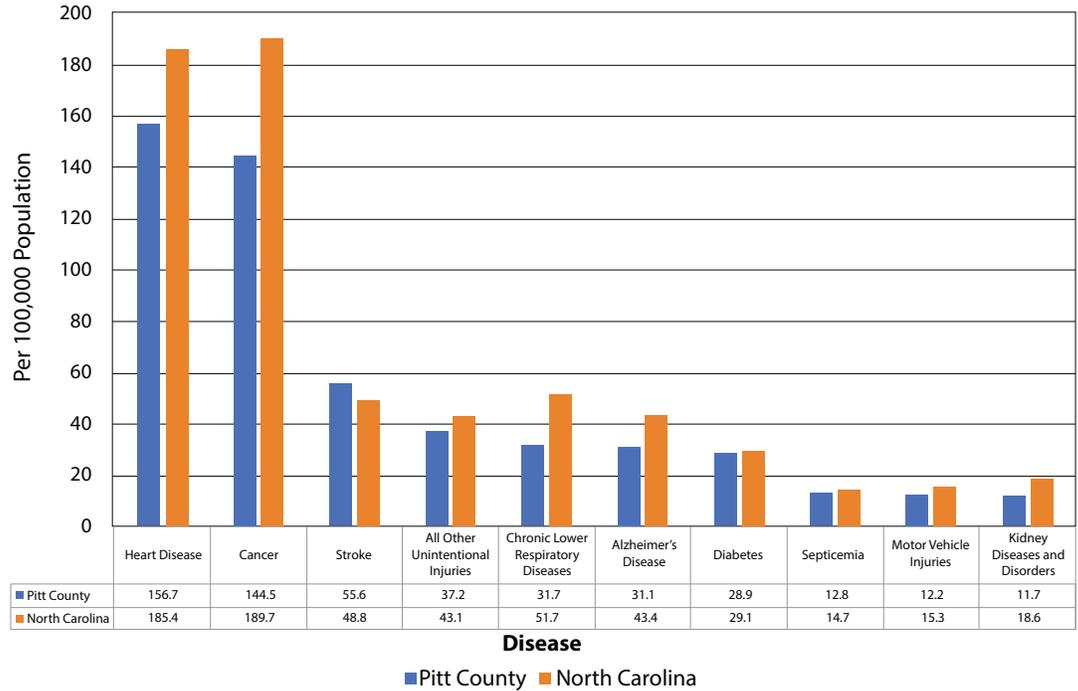
Leading Causes of Death in Pitt County

According to the NC State Center for Health Statistics, **Heart Disease** has remained Pitt County's leading cause of death for the past three consecutive years, despite a steady decline in the rate. In **2018**, Pitt County's **Heart Disease** rate was **156.7 / 100,000** population compared to **163.1 / 100,000** in **2017** and **165.3 / 100,000** in **2016**.

Cancer continued as the second leading cause of death in **2018**. **Cancer** climbed from **136.0 / 100,000** in **2016** to **153.6 / 100,000** in **2017** and declined to **144.5 / 100,000** in **2018**. **Stroke** remained as the third leading cause of death climbing from **39.5 / 100,000** in **2016** to **41.3 / 100,000** in **2017** and to **55.6 / 100,000** in **2018**. Ranked as the fourth leading cause of death, the rate of **Unintentional Injuries** in **2018** was **37.2 / 100,000**; a decline in comparison to the **2017** rate of **49.7 / 100,000**, and returned to the **2016** rate of **37.2 / 100,000**.

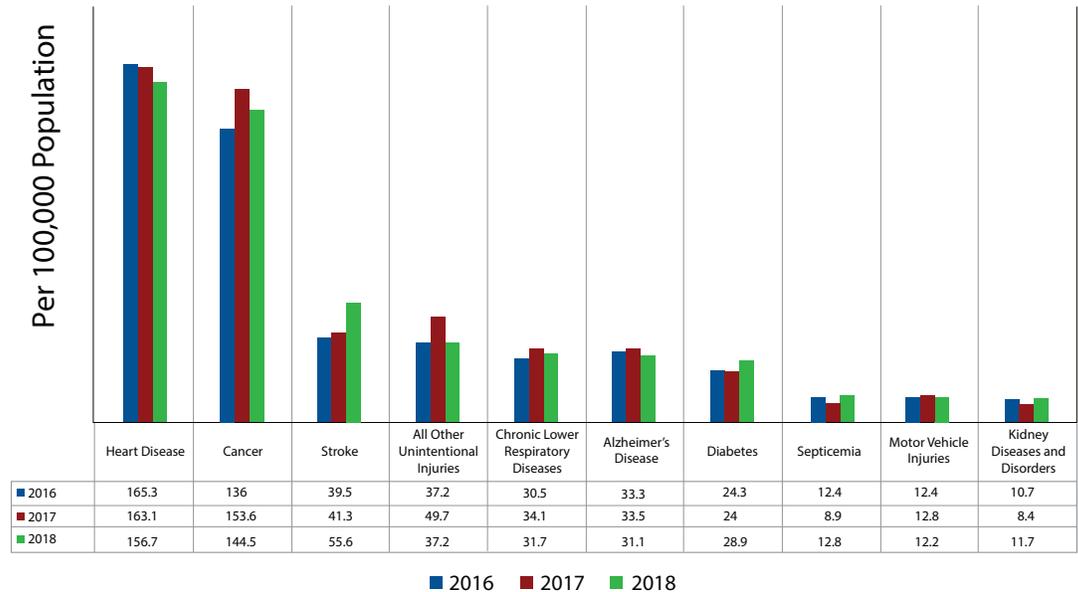
Chronic Lower Respiratory Disease, ranked as the fifth leading cause of death in **2018** (rate of **31.7 / 100,000**), reflected a decline from the **2017** rate (**34.1 / 100,000**), but was still higher when compared to the **2016** rate (**30.5 / 100,000**).

Alzheimer's Disease, was ranked as the 6th leading cause of death in **2018**, declining to **31.1 / 100,000** in **2018** in comparison to **33.5 / 100,000** in **2017** and **33.3 / 100,000** in **2016**. **Diabetes**, although reflecting a rise in the **2018** rate (**28.9 / 100,000**) in comparison to the **2016** rate (**24.3 / 100,000**) and the **2017** rate (**24.0 / 100,000**), remained as Pitt County's 7th leading cause of death. **Septicemia** was ranked 8th and rose to **12.8 / 100,000** in **2018** following a rate of **8.9 / 100,000** in



Leading Causes of Death in Pitt County 2016 - 2018

Source: NC State Center for Health Statistics, NC Vital Statistics, Volume 2;
Leading Causes of Death 2016, 2017, 2018



2017 and **12.4 / 100,000** in **2016**. **Motor Vehicle Injuries** ranked 9th in **2018** with a rate of **12.2 / 100,000** demonstrating a slight decrease from the **2017** rate (**12.8 / 100,000**) and the **2016** rate (**12.4 / 100,000**). **Kidney Diseases (Nephritis, Nephrotic Syndrome**

and Nephrosis) were ranked as the 10th leading cause of death in **2018** (rate of **11.7 / 100,000**), rising from a rate of **10.7 / 100,000** in **2016** and a rate of **8.4 / 100,000** in **2017**. Although Pitt County experienced increases in the rates for **Diabetes**; **Septicemia**; and

Kidney Diseases and Disorders in **2018**, Pitt County ranked lower than North Carolina for nine (9) of the ten (10) leading causes of death. The exception was **Stroke** (**55.6 / 100,000**), as compared to North Carolina (**48.8 / 100,000**).

Morbidity and Mortality

Heart Disease and Stroke (1st and 3rd Leading Causes of Death in Pitt County)

Contributing Factor: Blood Pressure

High Blood Pressure, that is not treated, is often a contributing factor to heart attack and stroke. The American Heart Association defines high blood pressure as a consistently high force of blood flowing through one's blood vessels. Although nearly half of American adults have high blood pressure, many do not know it. Individuals should have their blood pressure checked. If left untreated, high blood pressure can damage the circulatory system contributing to heart attack and/or stroke. "Know Your Numbers."

Know Your Numbers

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120-129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130-139	or	80-89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS <i>(consult your doctor immediately)</i>	HIGHER THAN 180	and/or	HIGHER THAN 120

Source: <https://www.heart.org/en/health-topics/high-blood-pressure/the-facts-about-high-blood-pressure>

Pitt County 2020 Projected New Cancer Cases and Deaths of Selected Sites

The North Carolina Central Cancer Registry defines Cancer as a group of over 100 diseases that affect different parts of the body through the uncontrolled growth and spread of abnormal cells that damage healthy body tissues and organs. Cancer is not caused by injuries and it is not contagious. It is most often caused by a combination of factors including external factors (environmental substances such as chemicals, radiation, or viruses) and internal factors (hormones, immune conditions or genetic mutations). It is not clear why some people develop Cancer and others do not, but as individuals age, their risk for Cancer increases. Four out of every 10 North Carolinians will have some type of Cancer in their lifetime.

Cancer

Cancer has remained as the **2nd** leading cause of death in Pitt County for the past **three** consecutive years.

Cancer Type	Projected New Cases	Projected Deaths
Lung/Bronchus	130	83
Female Breast	168	22
Prostate	104	14
Colon/Rectum	68	24

Source: NC State Center for Health Statistics, NC Central Cancer Registry, 01/2020



Pitt County - FY 2019 Top Diagnosis for Vidant Medical Center Emergency Department Visits Resulting in Admissions



- Sepsis
- Heart Disease
- Kidney Diseases and Disorders
- Chronic Obstructive Pulmonary Disease (COPD)
- Major Depressive Disorders
- Urinary Tract Infection

Source: Vidant Health Planning

Chronic Disease Prevention (Board of Health Priority)

Progress and Interventions



Goal: Reduce Chronic Disease with special emphasis on Diabetes Prevention and Control.

Pitt County Health Department Diabetes Prevention Program (DPP): In July 2019, another Diabetes Prevention Program (DPP) began for Pitt County Government employees with 10 participants completing the first six months of the program. Participants lost a total of 65.2 pounds. This program is supported by funds provided by the Healthy People, Healthy Carolinians grant awarded to Vidant Medical Center / Pitt Partners for Health.

Pitt County Health Department, Diabetes Self-Management Education (DSME) Program: The overall objective of this ADA-recognized DSME program is to support informed decision-making and promote self-care behaviors to patients with diabetes, pre-diabetes, or gestational diabetes. The DSME program aims to primarily serve those who are uninsured or underinsured and who otherwise may not receive diabetes self-management education. In 2019, the DSME Program provided numerous one-on-one and group education sessions with a total of 189 contacts. A total of 157 provider referrals were received from various healthcare providers in 2019. The DSME program is also open to Pitt County Government Employees. Employees are provided with a blood glucose meter and diabetes testing supplies. Blood sugar values are uploaded from these meters to an application on the user's phone, and into a portal, allowing a Certified Diabetes Educator to review employees' blood sugars on a regular basis and help identify patterns, trends, and to problem solve. Eleven (11) Pitt County employees completed the full 10 hours of DSME in 2019. The average A1C point decrease was 1.3 among individuals who completed the DSME program in 2019. For every 1.0 point decrease in A1C, microvascular complications are reduced by 22%. The program is funded by Vidant Health and Pitt County Government Employee Wellness Program. (VH-in part)



Pitt County Health Department Diabetes Support Group: This support group assists persons with diabetes, pre-diabetes or those who support someone with these conditions to implement and sustain behaviors needed to manage the disease on an ongoing basis. The group meets once a month for an hour and a half educational session including a cooking demo / healthy recipe to share. Some topics covered in 2019 were the new food label, saving money on medications, diabetes friend or foe, disaster planning with diabetes, holiday tips for healthier eating, and physical activity. Recipes featured this year included salmon patties, Mediterranean nachos, olive oil deviled eggs, avocado lime chicken soup, and pumpkin chili. National Diabetes Month was celebrated in November with a "Move Your Way to Prevent and Manage Diabetes" event which was open to the community and featured guest speaker Jessica Trahan, clinical exercise physiologist with Vidant Cardiovascular

and Pulmonary Rehabilitation. Physical activity stations were set up around the room, giving participants a chance to be active in the moment. There were a total of sixty five (65) participants in attendance. Overall, the support group continues to thrive with a core group of 8-10 attendees monthly and additional attendees on a fluctuating basis. A total of 212 contacts were made with support group attendees in 2019.

Pitt County Health Department: North Carolina Minority Diabetes Prevention Program (NC MDPP): NC MDPP is a regional evidence-based diabetes prevention program targeting African-Americans, Hispanic/Latinos, and American-Indians. NC MDPP currently serves individuals in Pitt, Craven, Beaufort, Lenoir, Wilson, Greene, Wayne, and Jones Counties. In Pitt County, classes are held at ECU Family Medicine, First Presbyterian Church, and Mount Calvary Church. The goal of the program is to provide a pre-diabetes and diabetes prevention awareness

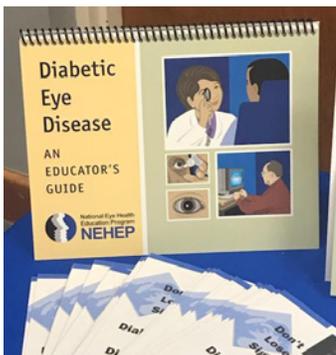
and marketing campaign in minority communities; provide community screenings for pre-diabetes and referrals to Diabetes Self-Management Programs; and offer the Centers for Disease Control and Prevention Lifestyle Classes "Prevent T2" and "Preven-ga el T2" to minority communities across North Carolina. Individuals, who enroll into NC MDPP, can make realistic and achievable lifestyle changes that can reduce their risk of type 2 diabetes by up to 58%. Participants of the program learn to incorporate healthier eating and moderate physical activity, as well as problem solving, stress reduction, and coping strategies into their daily lives. Since the 2016 -17 fiscal year, NC MDPP has screened over 3,000 individuals for prediabetes; a total of 416 participants have been enrolled into the program; and a total of 105 participants have been enrolled in the 2019 classes. In August 2019, Pitt County Health Department completed a class series with one class graduating 13 participants who lost a total of 141.3 pounds. In September 2019, Pitt County Health Department began another class of 15 participants who to date have lost a total of 36.4 pounds.



Pitt County Health Department: Diabetes Outreach: Outreach is provided to the community and to healthcare providers on an ongoing basis to increase awareness of diabetes and prediabetes,

and the services available to help treat and manage these illnesses. Outreach activities include health fairs, grocery store tours, talks for church groups and other events including partnership with the local hospital and health affiliates. In 2019, the DSME program's outreach activities served nearly 1,000 individuals in the community. Additional outreach was provided through radio, television, social media, and newspapers / magazine articles.

Pitt County Health Department, Prevent Blindness NC Partnership (PBNC): In collaboration with PBNC, the diabetes education program hosted a free Retinal Screening for members of the community in July 2019. Grant funding from PBNC supported these screenings to check for eye damage such as diabetic retinopathy, glaucoma, cataracts, and other problems. Participants, without vision insurance coverage, could apply for a voucher for a free eye exam and/or eyeglasses. Forty-two (42) individuals were screened and of those, 57% did not pass the screening meaning they required further evaluation of their eye health by an optometrist or ophthalmologist. Participants were provided with applications for the free vision exams and eyeglasses, which was processed through PBNC.



Pitt County Health Department Heart Disease Prevention Initiative: Funding from the NC DHHS and Vidant Health supported the implementation of Blood Pressure Stations in the community and worksites to help people self-monitor their blood pressures. For Heart Health Month, a self-monitoring blood pressure station was provided for Kash and Karry for patrons to use. Pitt County Government (PCG) completed a CDC scorecard and placed a blood pressure station at each of the 14 worksites within PCG. Mayne Pharma completed the CDC Worksite Scorecard

and identified Heart Disease and Stroke as a priority and as a result, a blood pressure station was placed in their main building and in their warehouse site. Through the Faithful Families Program, Saint Mary's Church, Haddocks Church, Hollywood Presbyterian Church and Mt. Calvary Church completed assessments. Haddocks Church determined that Heart Disease was a priority area and was given a blood pressure monitor, signage for a walking trail, and attended the Know It, Control It Hypertension Coach Training. Hollywood Presbyterian Church identified Heart Disease as a priority and received a blood pressure monitor. Mt. Calvary Church also identified Heart Disease as a priority and received a blood pressure monitor. A blood pressure monitor was also placed at Sheppard Memorial Library. The Know It, Control It Hypertension Coach Training Program was also attended by dietitians from both Pitt County Health Department and ECU Family Medicine. The Vidant Cardiovascular and Pulmonary Rehabilitation Program was given patient education materials related to heart disease and stroke. (VH-in part)

Pitt County Health Department, Breast and Cervical Cancer Prevention: In 2019, NC DHHS awarded Pitt County Health Department with funding to screen for breast and cervical cancer among low income women. A total of 231 women were screened and five (5) of these women were diagnosed with breast cancer.

Additional Community Partner Progress:

First Born Community Development Center, Diabetes Education and Nutritious Food Boxes: With the help of volunteers from local churches and community members, this program helped to keep diabetic clients compliant with their nutritional requirements through the monthly distribution of diabetic-friendly food boxes to 172 people on a monthly basis. Educational sessions on exercise, nutrition and healthy recipes were part of this distribution. (VH)

Mid-East Commission Area Agency on Aging: The Living Healthy With Chronic Disease Self-Management Program (CDSMP) assists participants in gaining self-management skills to handle symptoms of chronic condi-

tions. Focus areas for the series include: handling fatigue; anxiety and depression; improving communication with family members and health care providers; commitment to an exercise plan and healthier diet; and gaining self-confidence. The program consists of six, 2 ½ hour sessions meeting one time per week. In 2019, a total of five CDSMP participant workshops were offered. A total of 23 participants completed the series. This programming was provided in partnership with the Mid-East Commission Area Agency on Aging and the Pitt County Council on Aging.

Rebuilding Together Pitt County – Safe at Home: Volunteers worked to improve the home environments of low-income homeowners at risk for illness due to mold, moisture or other toxic hazards. Twenty (20) low-income homeowners received services that created healthier home environments. (VH)

Transforming Christian Ministries, Healthy Lives Healthy Choices (HLHC): HLHC is a faith-based chronic disease screening, referral and case management program in partnership with African American churches in Pitt County and coordinated by lay health advisors. The program conducted 37 screening events and provided services to 254 people. (VH)

Vidant Medical Center (VMC) Cancer Care:

Four (4) breast cancer screenings for uninsured women including clinical breast exams, mammograms and education were held with 57 women screened. The PowerUp event was held in November 2019 featuring 16 breast exams; 16 prostate exams; 61 head and neck screenings; 65 skin screenings; and referrals made for six mammograms and 10 colonoscopies. A total of 122 community events and presentations with 12,403 in attendance; 9 broadcast and media awareness events; 11 screenings with 320 people screened were also held. The Cancer Prevention Clinic served 91 patients. Tobacco cessation served 43 patients. The Navigation Team at VMC provided over 6,600 encounter visits and intervened with 260 of these patients to prevent them from having to go to the emergency room; and 1,700 patients were referred to programs that provide assistance with medications, transpor-

tation, and cancer treatment-related expenses.

Vidant Medical Center (VMC) Chronic Disease Screenings:

VMC provided health screenings for various community and church groups screening 297 individuals. Chronic Disease screenings were also provided to 147 Pitt County Schools faculty and staff.

Vidant Medical Center (VMC) Neuroscience Stroke Team:

The Neuroscience Stroke team is committed to community outreach, awareness, and screening activities. The Team participated in the American Heart and Stroke Walk; Strike Out Strokes with the ECU baseball team; and a Stroke awareness basketball game again sponsored by ECU to kick off Stroke Awareness Month observed in May. In collaboration with VMC Community Health Programs, the Team served 745 individuals with screenings for blood pressure, blood sugar and cholesterol lipids that are known risk factors for Stroke. Screening participants also received BEFAST magnets along with stroke awareness literature. A Stroke Regional Resource guide was published.

Vidant Medical Center (VMC) Pediatric Asthma Program:

This program received 381 referrals and provided case management services to 64 patients. Families were assisted with obtaining medications as needed. Health Promotion activities were provided for 345 children. Asthma Blitz Days were held and assessed 1,144 children.

Vidant Medical Center (VMC) / Pitt Partners for Health (PPH) Chronic Disease Initiative:

The PPH Chronic Disease Initiative Team partnered with the PPH Physical Activity and Nutrition Action Initiative to implement numerous activities. Park Rx events were held at the Greenville Town Common and Alice Keene Park. The Kids in Parks poster rotated to various locations in Griffon and Fountain to bring awareness to new trails in those communities. PPH members also participated in the West Greenville Juneteenth Celebration.

Vidant Medical Center Winning with Diabetes:

This successful event featured guest speakers and reached nearly 100 individuals. Healthy lunches, health screenings and interactive stations were provided for participants.

Risk Factor Reduction: Physical Activity and Nutrition

(Board of Health Priority) Progress and Interventions



Public Health
Prevent. Promote. Protect.

Goal: Increase opportunities for physical activity and healthy food choices.

Pitt County Health Department, Healthy Food Small Retailer Program: Funding from the NC DHHS and Vidant Health supported the implementation of the Healthy Food Small Retailer Program with the purpose of increasing access to healthy foods at small retail stores through reimbursements for refrigeration, shelving, etc. Michelle's Community Store in Fountain completed the NC Healthy Food Retail Assessment and received shelving which is now filled with fresh produce and signage to market the healthy food choices. This store will soon implement a produce stand. Michelle's Community Store #2 in Ayden also completed the NC Healthy Food Retail Assessment and received shelving for additional space for produce. The Stop Shop-Greenville completed the NC Healthy Food Retail Assessment as well. (VH-in part)

Pitt County Health Department, Water Refill Stations: To encourage and increase water consumption, Water Refill Stations were placed at the Greenville Public Works Department, Pitt County Government Developmental Services Building and Oakwood School. This initiative was supported by funding from NC DHHS and Vidant Health. (VH-in part)

Note: Additional Pitt County Health Department Physical Activity and Nutrition initiatives are featured in other sections of this report.

Additional Community Partner Progress:

A Time for Science: The SAGE Sisters program served middle school girls providing them with opportunities to learn about healthy lifestyles, and increased opportunities to participate in various types of physical activity. The program also helped to improve their social skills by interacting with their peers and program mentors. (VH)

Boys and Girls Club - Pitt County Sites, Triple Play Program: This program served over 1,300 youth among five club sites. Youth learned about the importance of

healthy living while participating in daily physical challenge games to increase their levels of physical activity and knowledge about nutrition. (VH)

Community Crossroads/Greenville Community Shelter Nutritious Breakfast and Transportation Program: The Healthy Balance Nutrition Program provided 20,157 breakfasts to shelter residents. In addition, 13,148 bus tickets were provided for residents to attend medical, vocational and educational appointments. (VH)

Food Bank of Central and Eastern North Carolina - Pitt County Branch: The Food Bank helped to fight hunger among Pitt County and surrounding county residents who struggled with food insecurity. A total of 4.8 million lbs. of nutritious food and produce were distributed. (VH)

Hope of Glory Ministries, Community Food Co-Op: This program, which addressed food insecurity, served thirty-three (33) families resulting in \$64,775 in grocery savings that participants were able to apply toward meeting their financial goals of paying off debts and/or establishing a savings account. Families received healthy foods, attended financial management classes and were mentored by staff. (VH)

NC Cooperative Extension, Family and Consumer Sciences: A NC Cooperative Extension agent helped adults with culinary nutrition skills: 611 increased their food safety, preparation or preservation skills; 237 lowered their sodium intake; 293 increased their physical activity; and 351 increased their intake of produce. (VH)

NC Cooperative Extension Service, Healthy Communities EFNEP: Healthy Communities Expanded Food and Nutrition Education Program (EFNEP) provided lessons on nutrition; healthy food preparation; and food safety to low-income families and children. Over 1,500 youth increased their physical activity and produce consumption after participating in

the EFNEP series. (VH)

NC Cooperative Extension, Making Pitt Fit Community Garden: A Gardening Coordinator taught gardening skills to 426 youth and 360 adults. She worked with adults interested in starting or maintaining daycare, school and community gardens across Pitt County. (VH)

NC Cooperative Extension, Pitt County Farm and Food Council: The Pitt County Farm and Food Council developed the Pitt Food Finder App and website to help residents find food resources, farmers markets, or an agritourism experience in Pitt County. There were 653 downloads in 2019. The Council was instrumental in establishing the weekly, seasonal G-Circle market where farm vendors sell at the Pitt County Health Department and Human Services campus. Vendors accept SNAP payments. (VH)

Operation Sunshine, Generation Y Striving to be Fit: The Operation Sunshine after school and summer program for economically challenged females ages 5-13 provided health and nutrition education and physical activities for 25 girls during the school year and 35 girls in the summer program. (VH)

Pitt County Community Schools and Recreation: Over 6,800 students were served in youth sports and special programs. Over 480 students were served in ten (10) schools through the After School and Summer Enrichment Program. Students participated in nutrition lessons, engaged in 60 minutes of physical activity daily and enjoyed healthy snacks. Tai Chi for Arthritis, Pilates, Functional Stretching and Aerobic Line Dance were held for community dwellers. Staff worked with the "Aktion Club", "STAR" and community sponsors to provide activities designed to introduce people with disabilities to positive recreation activities. Staff continued to be the Lead Agency for the Greenville-Pitt County Senior Games Program and provided year-round sports and recreation for people 50 years and older. Over

5,700 adults and more than 6,400 senior adults in a variety of quality recreation programs were served.

Pitt County Schools (PCS) - Eat Smart, Move More: The PCS Child Nutrition Program continued to meet the dietary needs of all students and provided accurate, easily accessible information that encouraged the community to eat smart. PCS is fortunate to employ qualified professionals to develop and analyze menus for a diverse population of students, develop accurate resources for caregivers and students with special dietary needs, and develop educational materials and provide training for staff and students.

Project Anna, Your Health Matters Nutrition and Wellness Program: This program provided supplemental food, health/nutrition education sessions and health screenings for individuals living below the poverty level, serving 5,000 individuals. (VH)

Raising Young Men (RYM), 360 Fit Nutrition and Physical Activity Program: RYM incorporated 360 Fit, a nutrition and physical activity program for young men, providing them with an all around awareness of a healthy lifestyle. (VH)

Support Team for Active Recreation (STAR): STAR enhanced the quality of life for individuals with disabilities through education, socialization and adapted recreation activities providing physical activity opportunities for approximately 65 individuals. (VH)

The Little Willie Center - Healthy Meals Initiative: The Little Willie Center after school program provided tutoring and mentoring to latch-key children and served 3,111 nutritious meals to children. Supplemental food supplies were also distributed to 450 families. (VH)

Vidant Medical Center (VMC) Eastern Carolina Injury Prevention Program Physical Activity Events: The following activities promoted physical activity (numbers reached following each

event: Walk to School Day (3,600); Bike to School Day (600); Bike Helmet Fittings for 4th grade students (780); Bike and Pedestrian Safety Summer Camps (180); Bike and Pedestrian Safety Workshop for Physical Education Teachers (40); Walk at School Program-Walk Across America Program (600); Sports Safety Clinics and community events (over 1400); Arthritis Foundation Exercise Program (1,000); Remembering When Program (falls and fire education and assessments conducted through 25 home visits); Falls Awareness and Prevention Fair (70 individuals); World's Largest Swim Lesson (200); Devontae Dortch SwimSafe Program (340 second grade students).

Vidant Medical Center / Pitt Partners for Health, Healthy People Healthy Carolinas (HPHC) grant: This \$150,000 grant awarded to Vidant Medical Center / Pitt Partners for Health supported the following activities / programs: CATCH (Coordinated Approach to Child Health): 10 sites / 385 participants; Walk Wise NC: 2 sites / 96 participants; Kids in Parks Track Trails: 4 trails; 253 participants; New TRACK Trail sites were implemented through a mini-grant process (5 municipalities submitted proposals); Implemented two new Trails in Fountain and Grifton; Walk With A Doc: walks; Track RX: 6 practice sites / 66 participants; Cooking Matters at the Store: 6 tours / 68 participants; Healthy Food Pantry / 50 participants at the Joy Soup Kitchen.

West Greenville Health Council: With foundational support originally from a \$15,000 Blue Cross Blue Shield Foundation grant, the Pitt County Health Department, Pitt Partners for Health, and academic partners from the East Carolina University Departments of Public Health and Kinesiology, worked with local residents to create the West Greenville Health Council (WGHC). The WGHC supports the work of concerned West Greenville citizens to identify and prioritize local health issues and address health inequities. The WGHC has met monthly since February 2017 and has supported the implementation of two interventions – WalkWise NC and the Minority Diabetes Prevention Program in the local community. The Council has since received 501c3

status and works as an independent, community-driven health group. The WGHC continues to meet monthly, participates in the City's Adopt-a-Street program, annually hosts the West Greenville Juneteenth celebration, community wellness programs, and recently collaborated with the ECU Departments of Public Health and Family Medicine to conduct patient and researcher/clinician curriculum development and training through a Patient-Centered Outcome Research Institute (PCORI) Engagement award. The Council also provided monthly health education sessions based on the National Health Observances in various venues throughout West Greenville.

Risk Factor Reduction: Tobacco and other Substance Abuse Prevention and Control *(Board of Health Priority)*

Progress and Interventions



Goal: Contribute to the reduction of teen tobacco use.

Tobacco Prevention and Control, Centers for Disease Control (CDC) Grant: Pitt County Health Department continued to receive funding from a CDC Core grant from the NC DHHS to help prevent smoking and other tobacco use; eliminate exposure to secondhand smoke; help tobacco users quit and eliminate tobacco-related health disparities. This funding provided support for a Program Coordinator to serve 10 eastern NC counties, including Pitt County as the lead County. With e-cigarettes quickly gaining population among teens, there was high focus on Tobacco Free Schools. State and Tobacco Prevention and Control grant funds supplied Pitt County Schools with new signage to support the 100% Tobacco Free Campus Law which also includes e-cigarettes. E-cigarette and tobacco education was also presented to various schools in the Pitt County School system and surrounding counties. The Tobacco Prevention and Control Branch partnered with Eastern AHEC and Pitt County Schools to host a training for the counselors from Pitt County Schools about tobacco, the effects on youth, and the importance of intervention for prevention and cessation. Web and Television based advertisements from the Truth Campaign

were also used to help increase awareness of the harms of tobacco usage. The following activities were implemented: **5 A's for tobacco cessation training** was held for 23 health department clinical staff and the Smile Safari Mobile Dental Unit staff; **Promotion of tobacco cessation counseling** on ECU campus through health events, flyers, and encouraging nurses to promote it during their screenings reached 455 people; **Tobacco 101** and a behavioral workshop were conducted for Pitt County Schools staff; **Partnered with SAAD**, the Pitt County School system and Vidant who implemented an Escape the Vape event for DH Conley High School reaching over 500 students; Worked with the **Health Service Core** at South Central High School on tobacco education and prevention reaching 120 students; Implemented **E-cigarette disposal education** at the Pitt County Fair; Provided updated **100% Tobacco Free Schools signs** that include the e-cigarette symbol for Pitt County Schools; Implemented a **Certified Tobacco Treatment Specialist Training** at Eastern AHEC to improve the clinical awareness and capabilities of tobacco cessation; Hosted a **training for professionals** to learn more about tobacco

products and how to help people who are addicted with 44 attendees; Placed a **Truth Campaign** advertisement on WITN over the summer to target youth; Placed a **"Making Menthol Black"** campaign online to bring awareness to the historic precedent of tobacco companies targeting minorities.



Pitt County Health Department, ekiM Needle Exchange Program: Pitt County Health Department partnered with the "ekiM for Change" to support a community syringe exchange program in an effort to reduce the transmission of diseases such as HIV and Hepatitis C. "ekiM (Mike spelled backwards) for Change" is a limited liability corporation created by Dianne Carden-Glenn in memory of her son, Mike, who died tragically from an overdose. The program provides free, clean syringes as needed and accepts used ones for safe disposal. Wound care kits and hygiene supplies are provided. Program participants also receive Fentanyl test strips to test

for toxic drugs as well as Naloxone kits for the reversal of drug overdoses. Testing is provided for HIV, and Hepatitis C. Bus passes, gas, and food cards have been provided to participants allowing them to follow-up with medical appointments when transportation is an issue. This initiative is supported by funding (\$275,000) from the NC DHHS Injury and Violence Prevention Branch.

Additional Community Partner Progress:

Pitt County Sheriff's Heroin Addiction Recovery Program (S.H.A.R.P.) and Women's Empowerment and Recovery Program (W.E.A.R.): The S.H.A.R.P. program offers comprehensive services to assist inmates struggling with addiction to successfully re-enter society upon release from jail. Services begin upon incarceration and follow through release. W.E.A.R. focuses on cognitive behavior and person-centered therapy helping participants become more self-aware. This program teaches vital life skills such as effective parenting, healthy and rational thinking, money management, and illicit substance prevention, to name a few. Both of these programs were founded by Sheriff Paula Dance.

Maternal and Child Health *(Board of Health Priority)*

Progress and Interventions



Goal: Reduce Pitt County's infant mortality rate with special emphasis on reducing the rate among African American women.

Infant Mortality

Pitt County's 2018 total infant death rate of 6.7 / 1,000 live births exhibited considerable improvement when compared to past years (8.8 / 1,000 live births in 2017 and 12.9 / 1,000 live births in 2016). Although only slightly, Pitt County's 2018 total infant death rate was also lower than North Carolina's 2018 total infant death rate of 6.8/1,000 live births for the first time in well over a decade. However, there continues to be a significant disparity between White Non-Hispanic and African American Non-Hispanic infant deaths. Between 2014 – 2018, Pitt County's disparity ratio between White Non-Hispanic and African American Non-Hispanic infant deaths was 3.43 based upon 5-year averages. Premature births, low weight births and birth defects continue to be the leading causes of infant mortality in Pitt County. Numerous evidence-based programs designed to help improve birth outcomes and prevent infant mortality attempted to address the issue throughout 2019.



Pitt County Infant Mortality Racial Disparities Ratio *(5-Year Averages)*

Source: Infant Mortality Racial Disparities Between White, Non-Hispanic and African-American Non-Hispanics 2009-2018, NC State Center for Health Statistics

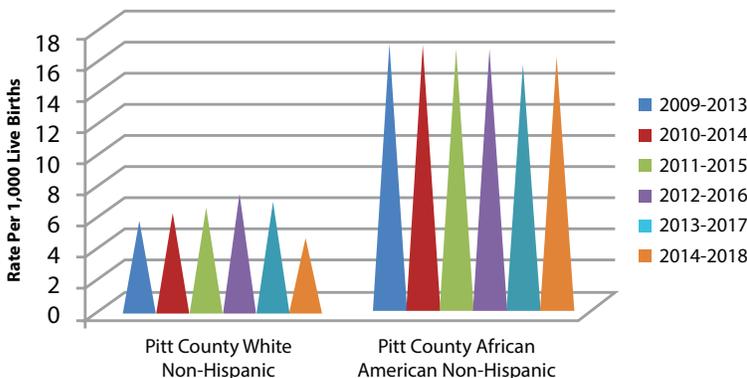
Years	White Non-Hispanic	African American Non-Hispanic	Disparity Ratio
2009-2013	5.9	17.1	2.90
2010-2014	6.6	16.9	2.56
2011-2015	6.8	16.7	2.46
2012-2016	7.8	16.8	2.15
2013-2017	6.9	15.8	2.40
2014-2018	4.7	16.1	3.43

North Carolina Infant Mortality Racial Disparities Ratio *(5-Year Averages)*

Source: Infant Mortality Racial Disparities Between White, Non-Hispanic and African-American Non-Hispanics 2009-2018, NC State Center for Health Statistics

Years	White Non-Hispanic	African American Non-Hispanic	Disparity Ratio
2009-2013	5.4	13.6	2.52
2010-2014	5.4	12.9	2.39
2011-2015	5.5	12.9	2.35
2012-2016	5.4	13.0	2.41
2013-2017	5.3	12.7	2.40
2014-2018	5.2	12.7	2.44

Pitt County Infant Mortality Rates 5-Year Averages
White Non-Hispanic and African American Non-Hispanic Comparison
2009-2013, 2010-2014, 2011-2015, 2012-2016, 2013-2017, 2014-2018
Source: NC State Center for Health Statistics



INTERVENTIONS

Pitt County Health Department Better Beginnings Breastfeeding Peer Counselor Program:

This program is led by trained Peer Counselors with personal breastfeeding experience who provide support and encouragement to women enrolled in the Women, Infant and Children (WIC) Program. Peer Counselors establish a relationship with women during their pregnancy and provide intensive support in the first month after the baby is born. Women may continue to

receive support for up to a year after having a baby. Breast pumps are available to assist women with maintaining their breastmilk supply. The Peer Counselors provided 128 home visits in 2019. The Breastfeeding Program is funded by NC WIC and the Vidant Health Foundation. **(VH – in part)**

Pitt County Health Department Breastfeeding Celebration:

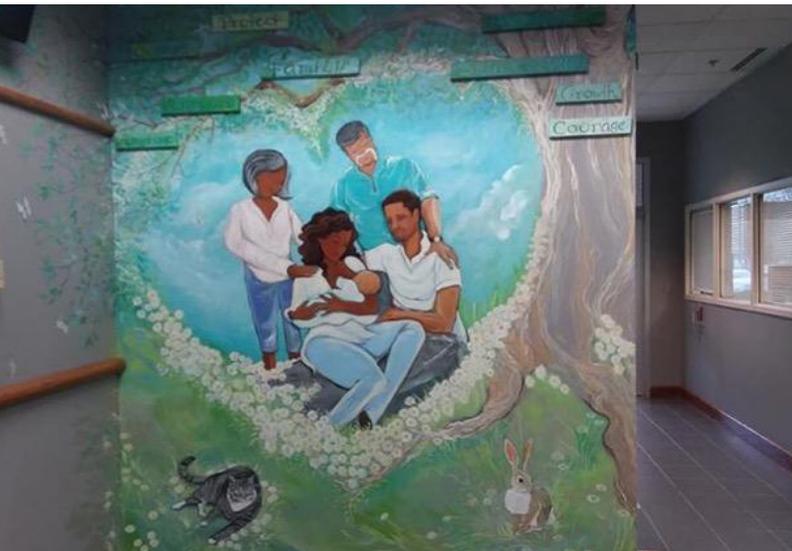
The Annual World Breastfeeding Celebration, themed “Empower Parents, Enable Breastfeeding,”

was held in August 2019 reaching a total of 85 participants including women, children, support partners, exhibitors and volunteers. This free community event was designed to connect families with resources that encourage and support breastfeeding and also included a kid's activity station, photo booth, healthy WIC recipe sampling, and free books from the Dolly Parton's Imagination Library Program.

Pitt County Health Department Breastfeeding Support Group – Mothers of Milk Support (M.O.M.S.): A monthly breastfeeding support group was held at the Health Department providing a nurturing environment for breastfeeding women to connect with others. A total of 65 attendees participated in the monthly breastfeeding support group meetings, some attending multiple meetings.



Pitt County Health Department Breastfeeding Mural: Special WIC grant funding was received in 2019 to add a breastfeeding-friendly mural to the outside walls of the breastfeeding office at the Health Department. One wall of the mural depicts a woman breastfeeding her child, surrounded by her support partners. The image represents the links between breastfeeding, nourishment, support and development. The mural is an intentional way to positively promote and normalize breastfeeding in the Health Department lobby area. The other side of the mural includes images of families and children being active. The pictures encourage physical activity and movement.



Pitt County Health Department Breast Pump Worksite Initiative: Through funding from NC DHHS, Pitt County Health Department's Health Promotion Team entered into a partnership with East Carolina University (ECU) to promote and support breastfeeding among ECU employees. ECU completed the CDC Worksite Health Scorecard and launched this employee breastfeeding initiative in early April 2019. Lactation rooms and equipment (breast pumps) are now available upon a mother's return to work at ECU. ECU now provides mothers preparing for maternity leave with a packet of information explaining this initiative. Pitt County Health Department also collaborated with Vidant Medical Center Lactation Services to create materials ensuring employees are aware of this initiative and linking patients with proper supplies and training to utilize the pumps placed at ECU and other participating worksites.

Pitt County Health Department Child Care Health Consultant Program: Pitt County Health Department Child Care Health Consultants provided technical assistance and training to child care staff at centers and homes. In 2019, 181 child care workers received ITS-SIDS (Infant/Toddler Safe Sleep and SIDS Risk Reduction) training; 70 received Keep it Clean-Handwashing and Diapering training; 15 received an Emergency Planning and Response training; 20 received Medication Administration training; and 22 received Be Active Kids training. Program staffing and activities were funded by a Martin / Pitt Partnership for Children, Smart Start grant.

Pitt County Health Department Child Fatality Prevention Team (CFPT): The Pitt County Child Fatality Prevention Team is comprised of members from various local agencies and disciplines who work collaboratively. This team identifies and reduces preventable child fatalities in Pitt County through systematic reviews. In 2019, a total of 18 child deaths occurred in Pitt County. One (1) death was selected for review.

Pitt County Health Department Cribs for Kids: The Pitt County Health Department continued the Cribs for Kids campaign designed to decrease the rates of accidental infant deaths due to

unsafe sleeping environments. Low-cost cribs, safe sleep survival kits and education were provided to low-income parents. In 2019, 45 safe sleep educational sessions were offered and 328 cribs were distributed to families in need. Funding from NC DHHS supported paid television and website advertisements to promote the program to families.

Pitt County Health Department Healthy Beginnings: Pitt County Health Department received funding from the NC DHHS and from the County to provide support services to pregnant and postpartum women who need extensive case management services. This program includes care coordination and home visiting services in the following areas: healthy weight and physical activity, daily folic acid/multivitamin consumption, early and continuous prenatal care, breastfeeding initiation and maintenance, postpartum care, reproductive life planning, safe sleep practices, tobacco use/ smoking cessation and eliminating secondhand smoke exposure and well-child visits.

Pitt County Health Department NC Baby Love Plus: Pitt County Health Department continued to receive funding from the Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau to support the NC Baby Love Plus program. The purpose is to improve birth outcomes and the health of women of childbearing age through strengthening the perinatal systems of care, building family resilience, promoting quality services, and increasing community capacity to address perinatal disparity. Outreach was provided to 3,636 women of childbearing age and their families. Approximately 257 women were linked to health and social resources.

Pitt County Health Department Nurse-Family Partnership (NFP): The NFP is an evidence-based community health, nurse home visiting program for low-income first time mothers that empowers them to transform their lives and create a better future for themselves and their babies. The NFP program has three goals: 1. Improve pregnancy outcomes by helping women engage in good preventive health practices, including thorough prenatal care from their healthcare providers, improving their diets and reduc-

ing their use of cigarettes, alcohol and illegal substances; 2. Improve child health and development by helping parents provide responsible and competent care; and 3. Improve the economic self-sufficiency of the family by helping parents develop a vision for their own future, plan future pregnancies, continue their education and find work. The NFP served 113 families during 2019 and provided 1,395 home visits. Funding for the program was provided by the NC DHHS, Vidant Health Foundation, Martin-Pitt Partnership for Children, Eddie and Jo Allison Smith Family Foundation, and United Way of Pitt County. (VH – in part)

Pitt County Health Department PIMPAC: The Pitt Infant Mortality Prevention Advisory Council (PIMPAC) continued to oversee programs and services aimed at improving Pitt County's birth outcomes by implementing strategies to combat Pitt County's leading causes of infant death (preterm birth, low weight births, and birth defects). The 27th annual "Making Pitt's Babies Fit" Maternity Fair featured over 80 exhibits and served approximately 500 people, linking many with needed resources. The event was sponsored by PIMPAC, Pitt County Health Department, Vidant Medical Center Community Health Programs, Target of Greenville, Triple P – Positive Parenting Program, and the Greenville Convention Center.

Pitt County Health Department Triple P Positive Parenting Program: Pitt County Health Department continued to receive funding from NC DHHS along with the added partnership of The Impact Center at Frank Porter Graham and Prevent Child Abuse NC. In 2019, 833 caregivers and 1,265 children were impacted. Additionally, 10 Pitt County providers from various agencies were trained in Triple P Level 3 Primary Care along with an additional four (4) trained to deliver Triple P Sem-



inars to groups. Through invested community partnerships and collaboration, this evidence-based program continues to strengthen Pitt County families.

Pitt County Health Department WIC Improvements and Enhancements: The Pitt County WIC Program received special funding in the amount of \$27,085 from the N.C. Department of Health and Human Services to enhance the physical environment, improve customer service and promote the WIC Program. Funding was used for murals in the health department lobby, marketing on the GREAT Bus and a non-invasive hemoglobin machine. In addition, staff "Caseload Challenges" included promotional activities that helped to continuously increase the number of individuals enrolled in WIC. By November 2019, the WIC caseload increased to 4,228.

Pitt County Health Department WIC Fun Days: During 2019, two WIC Fun Days were held and featured simple cooking demonstrations using WIC foods, fun physical activities, and goody bags for families. Food tastings coincided with educational mini lessons or featured topics, and provided samples of WIC foods and recipes. Both the March (National Nutrition Month) and October Fun Days were each attended by more than 50 participants who sampled healthy recipes, reaching more than 100 individuals. To get kids moving, the Fun Days incorporated activities such as bowl-

ing, bean bag toss, crawl-through tunnel, fruit and veggie toss game and an interactive dance video.

Pitt County Health Department WIC Holiday Open House: The Pitt County WIC Program had a festive time at the WIC Holiday Open House held in December 2019. Along with WIC staff and volunteers, Dr. John Silvernail, Health Director was also "all aboard" for the story time reading of the Polar Express. Participants or potential WIC participants sampled healthy recipes made from WIC approved foods. The community had the opportunity to see the new murals "The Tree of Life" and "Under the Sea", painted by Tabatha Ferrell, local artist. The Tree of Life encourages breastfeeding, is inclusive of all family and support partners, and encourages physical activity. Under the Sea is located in the Health Department's Height and Weight Measurement Area and offers a soothing environment to children while they receive services. Other activities included an ornament station for the kids, promotion of reading through the Dolly Parton Imagination Library and live seasonal music.

Pitt County Health Department WIC Outreach / Inreach: WIC Staff displayed at a number of events during 2019 and distributed nutrition information and small incentive items. Events included displaying at Pitt County Human Services (5/19) and presenting at a Staff Meeting (2/19); Give Kids a Smile Day (2/19); Making Pitt's Babies Fit Maternity Fair (4/19); Lucille Gorham Educational Inter-generational Center community event (4/19); Family Academy at Carver Library (4/19) and (11/19); Little Willie Health Celebration (5/19); Juneteenth Celebration/West Greenville Block Party (6/19); the AMEXCAN Health Fair (7/19); World Breastfeeding Celebration (8/19), Head Start Community Health Fair (7/19); Pitt County Fair (9/19); and Latino Festival (9/19).

In addition, WIC provided informational brochures throughout the year upon request. The Nutrition Division continued to have strong partnerships with the West Greenville Health Council, Pitt Partners for Health, the Pitt County Farm and Food Council and the Healthy People, Healthy Carolinians grant initiative.

Pitt County Health Department Youth Development / Adolescent Pregnancy Prevention Program: Pitt County Health Department's Youth Development and Pregnancy Prevention program served 73 middle and high school students during the school year. Students participated in activities that focused on life skills development, goal setting and community service. Funding from Vidant Medical Center Community Health Programs helped to support the activities. No pregnancies were reported among participants.

Additional Community Partner Progress:

Vidant Medical Center (VMC) Eastern Carolina Injury Prevention Child Passenger Safety: VMC provided 278 child safety seat checks and distributed 25 seats to indigent families. Through the Child Passenger Safety Diversion initiative, 105 families received Child Passenger Safety education and had their traffic seat ticket reduced through the District Attorney's office. Through the Child Passenger Seat Distribution/Toyota Buckle Up For Life Program, 112 adults and children received occupant protection education and 50 child safety seats were distributed to foster parents in Pitt County.



Sexually Transmitted Diseases (Board of Health Priority)

Progress and Interventions



Goal: Reduce Pitt County's rate of Sexually Transmitted Disease with emphasis on Chlamydia and HIV.

Chlamydia

According to the 2018 NC HIV/STD/Hepatitis Surveillance Report, Chlamydia is the most frequently reported bacterial STD both nationally and in North Carolina. A higher number of cases are reported among women and most often among women between the ages of 20-24 years, followed by ages 15-19 years and ages 25-29 years. In 2018, Black / African women and men had the highest Chlamydia rates. If left untreated, it can cause damage to the female reproductive tract, including infertility and Pelvic Inflammatory Disease. It can also result in problems during pregnancy.

Although North Carolina experienced a 33.6% increase in the number of newly diagnosed Chlamydia cases between 2014 -2018 and a 27.8% increase in annual Chlamydia rates during the same reporting period, Pitt County's Chlamydia rate was 77.2% higher than North Carolina's rate in 2018. Pitt County experienced a 27.5% increase in the annual number of newly diagnosed Chlamydia cases from 2014-2018 (1,608 cases to 2,050 cases). Expressed in rates per 100,000 population, this represents a 24% increase in new case rates (918.9 / 100,000 in 2014 to 1139.4 / 100,000 in 2018).

Source: NCHIV/STD/Hepatitis Surveillance Unit, 2019. 2018 NC STD Surveillance Report NC DHHS, DPH, Communicable Branch, Raleigh, NC

HIV

HIV is caused by retrovirus and spread through certain body fluids. It weakens a person's immune system, making it difficult to fight off infections. Currently, there is no cure for HIV, although medical care, including antiretroviral treatment, can help control HIV. According to the 2018 NC HIV/STD/Hepatitis Surveillance Report, North Carolina's newly diagnosed HIV annual rates decreased from 15.9 / 100,000 population to 13.9 respectively, between 2014-2018. During this same reporting period, Pitt County's newly diagnosed HIV annual rates decreased from 25.9 / 100,000 population to 21.0 respectively. In 2018, Pitt County's newly diagnosed HIV annual rate was 51% higher than North Carolina's. During this same year, Pitt County was ranked as having the 8th highest newly diagnosed HIV rate among all 100 NC counties.

Source: NCHIV/STD/Hepatitis Surveillance Unit, 2019. 2018 NC HIV Surveillance Report NC DHHS, DPH, Communicable Branch, Raleigh, NC

INTERVENTIONS

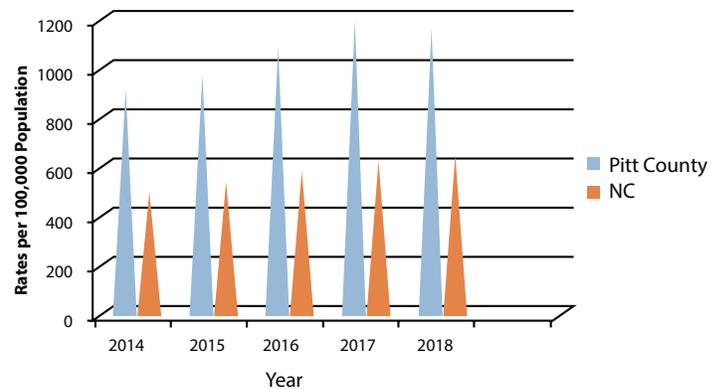
Pitt County Health Department, Communicable Disease Health Educator: A Public Health Educator was hired and began the implementation of evidence-based interventions (Sister to Sister; Voices – Video Opportunities for Innovative Condom Education and Safer Sex; and Community Condom Distribution Sites), all designed to help prevent STD transmission. The Health Educator also provided education and

promoted awareness at the West Greenville Health Council's June-teenth Celebration; Head Start Screening/Health Fair; Traveling Adolescent Health Fair; STI Prevention Educational Session at the Juvenile Detention Center; and National Night Out.

Pitt County Health Department, Sister to Sister Program: The Sister to Sister evidence-based program was implemented in the Health Department's Communi-

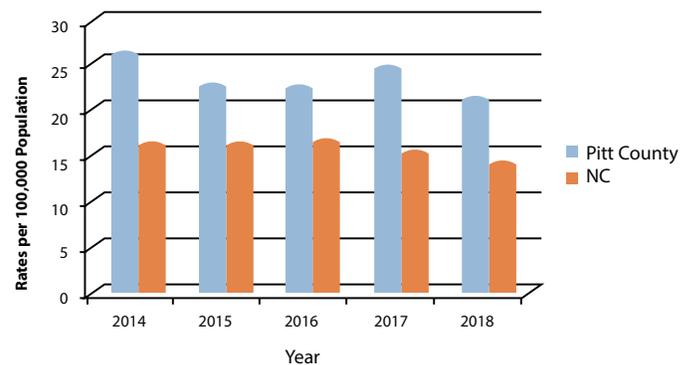
Newly Diagnosed Chlamydia Annual Rates Comparison of Pitt County and NC

Source: NCHIV/STD/Hepatitis Surveillance Unit, 2019. 2018 NC STD Surveillance Report NC DHHS, DPH, Communicable Branch, Raleigh, NC



Newly Diagnosed HIV Annual Rates Comparison of Pitt County and NC

Source: NCHIV/STD/Hepatitis Surveillance Unit, 2019. 2018 NC HIV Surveillance Report NC DHHS, DPH, Communicable Branch, Raleigh, NC



cable Disease / Sexually Transmitted Disease and Family Planning Clinics. Sister to Sister is a HIV/STD prevention intervention that is implemented in the clinical setting with heterosexual, African American Women, ages 18-45, who are HIV negative, and are not pregnant. It is a one-time, one-on-one safer sex session delivered by a health educator. It provides women with knowledge, beliefs, motivation, skills, and confidence

necessary to help them change their behavior in ways that will reduce their risk for STDs, especially HIV.

Pitt County Health Department, VOICES (Video Opportunities for Innovative Condom Education and Safer Sex) Program: VOICES is an evidence-based, single-session, video-based HIV/STD prevention intervention that is delivered in a group setting and designed to increase condom ne-

gotiation skills and condom use among participants. During the intervention, participants explore risks of STD infections, condom features, and condom use negotiation. At the end of the session, participants receive free condoms of different varieties. In 2019, Pitt County Health Department began offering VOICES on a continuous basis to community groups upon request. Currently, VOICES is being implemented at PORT Health Services, Pathways to Life (Mental Health and Substance Use Agency), and CHOICES (Mental Health and Substance Use Agency).

Pitt County Health Department, Community Condom Distribution Sites: Condom Distribution Sites have been proven to increase condom use and prevent HIV/STDs. In partnership with PICASO (Pitt County AIDS Service Organization), additional Condom Distribution sites were established in the community. Supplies of condoms were regularly stocked and placed on display at community locations and offered free of charge to the public. In 2019, the following sites were established: Moyewood Cultural and Recreation Center; Kampus Kutz Barbershop; Unlimited Cuts Barbershop; Executive Cuts Barbershop; Pathways to Life; CHOICES Behavioral Health and Substance Abuse Agency; RI International; and Harmony Hair Spa.

Pitt County Health Department, PrEP (Pre-Exposure Prophylaxis for HIV) Program: NC DHHS Funding was awarded to Pitt County Health Department in August 2019 to implement a PrEP (Pre-Exposure Prophylaxis) Program for HIV prevention in the following counties: Beaufort, Carteret, Craven Greene, Lenoir, Martin, Pitt (lead County), Pamlico, Washington, Wayne and Jones. The primary purpose of this Program is to improve access to Pre-exposure Prophylaxis (PrEP) services for eligible persons at high risk for HIV with a primary focus on young, African American men who have sex with men (MSM). This Program enables local health departments to connect with and develop relationships with the MSM communities to identi-

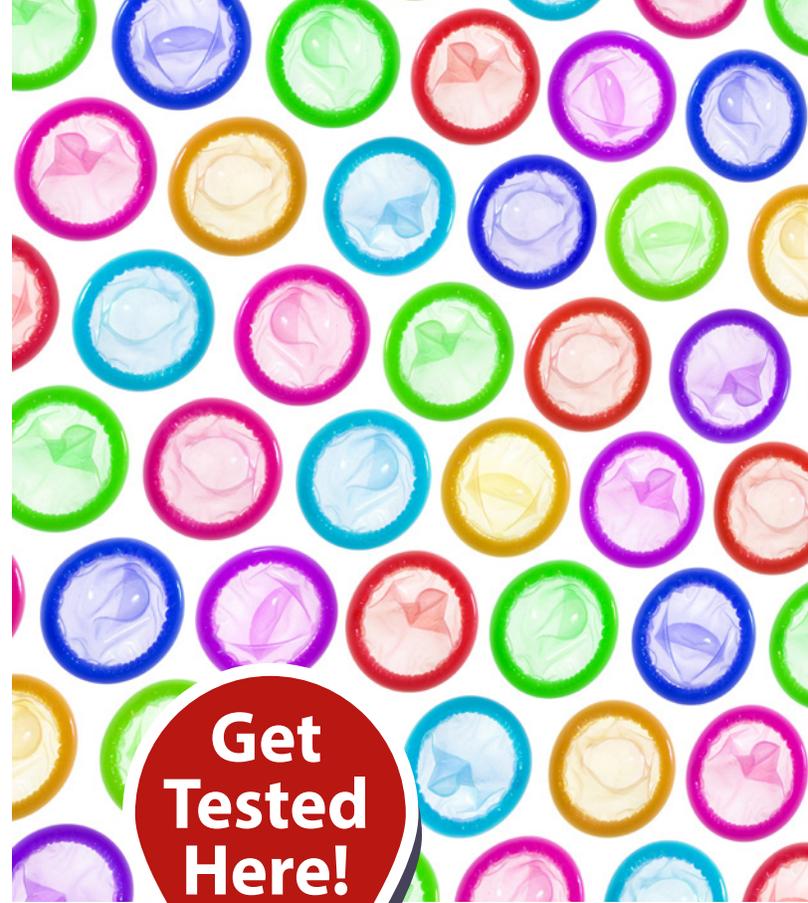
fy those at most risk for HIV and link them to qualified providers for PrEP. The Program also works to provide capacity building and technical assistance to increase the ability of healthcare providers to provide high quality, accessible PrEP services, addressing the national HIV prevention goals of reducing new HIV infections, increasing access to care and reducing HIV-related disparities and health inequities.

Pitt County Health Department, Walk-In Services: To improve access to care and to help further prevent the spread of STDs in Pitt County, the Health Department offered Walk-In services for individuals in need of sexually transmitted disease treatment, in addition to provision of clinical appointments. Walk-In services were also provided for pregnancy testing; birth control pick up; Depo Provera Shots; Tuberculosis (TB) skin testing and reading; and adult immunizations, including Influenza (Flu).

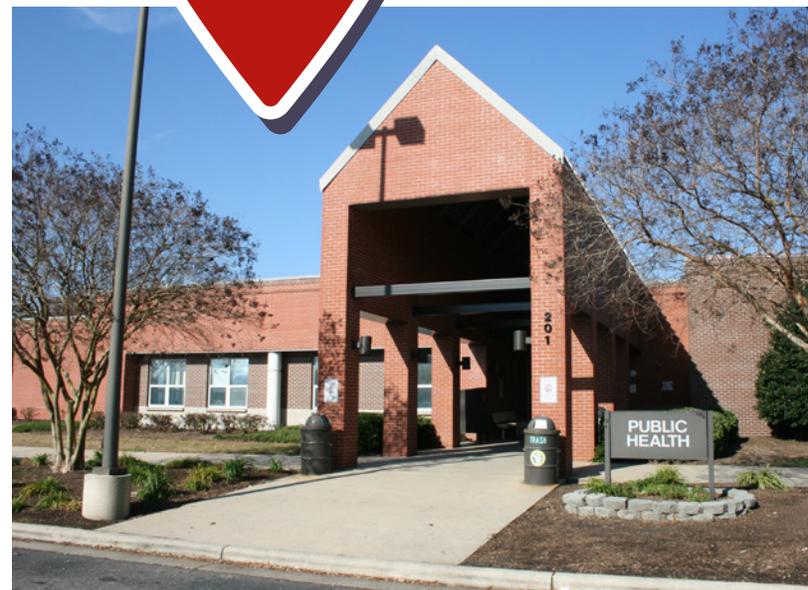
Pitt County Health Department, Youth Development/ Adolescent Pregnancy Prevention Program: The Program Coordinator provided pregnancy and STD prevention education in the school system for middle and high school students and connected students with other public health services as needed.

Additional Community Partner Progress:

PiCASO (Pitt County Aids Service Organization) HIV Testing: PiCASO provided educational sessions to populations considered high-risk for HIV and to organizations that work with these groups. PiCASO also tested individuals for HIV and referred individuals who tested positive for the virus to the Brody School of Medicine's Infectious Disease Clinic for further treatment. (VH)



Get Tested Here!



**Pitt County Health Department
201 Government Circle
Greenville, NC 27834**

252-902-2300

Call for an appointment or for information about Walk-In services.

Additional Community Partner Efforts

The following updates reflect progress made towards addressing additional health priorities selected by community partners. In addition to the health priorities selected by the Board of Health, Pitt County Health Department worked collaboratively with the community to ensure that a broad range of priorities were addressed and without duplication of efforts.

Access to Care / Social Determinants of Health (Community Partner Priority)

Access East, Clinician for the James D. Bernstein Center: A Physician Extender position was supported at the James D. Bernstein clinic and served 491 uninsured new patients in need of primary care services. Follow-up services were also provided to 177 patients who had previously visited the hospital's emergency department. (VH)

Access East, Colon Cancer Screening Project: Cancer screenings were provided for uninsured residents. Thirteen (13) individuals received services. (VH)

Access East, Prescription Medication Assistance: A Medication Assistant helped Health Assist and Bernstein Center patients obtain 2,217 prescription medications valued at \$789,608. (VH)

Access East for Project MEND: A social worker connected patients from various free clinics (Greenville Community Shelter, Oakmont and Pitt County Care) to Health Assist and/or primary care providers and to other community resources to establish a continuum of care. (VH)

CareNet Counseling East, Client Aid for Mental Health Counseling: A total of 992 Faith integrated mental health counseling sessions were provided regardless of ability to pay. (VH)

ECU Physicians, Prescription Medication Assistance Program: Medications were provided to help patients manage chronic diseases. Patients obtained 1,430 prescription medications valued at \$2.1 million. (VH)

Jarvis United Methodist Church, Shepherd's Helpers: Reusable, portable aluminum ramps were provided to 50 people with physical challenges. (VH)

Oakmont Baptist Church: The Oakmont Ramp Builders constructed wooden ramps for 46 disabled individuals enabling them to attend medical appointments. (VH)

NC MedAssist: This program dispensed 3,307 prescription medications valued at \$871,920 to 385 patients. (VH)

Pitt County Care, Free Clinic for the Uninsured Population: Medical Students from the Brody School of Medicine volunteered their time on Sundays to operate this clinic held at Pitt County Health Department. Primary care services including low-cost medications and laboratory services were provided to 554 patients which includes 163 new patients. (VH)

Pitt County Council on Aging, Medicare Options Counselor: A Medicare Options Counselor provided 1,707 counseling sessions for Medicare beneficiaries to help them access cost saving programs and make informed decisions about healthcare coverage resulting in a savings of \$1.3 million. (VH)

Real Crisis, Pitt Resource Connection (PRC): PRC promoted access to care through their 350 member network representing 124 agencies and through community events and a weekly TV show on GPAT. Community members' needs including assistance with medical services/supplies, prescription medications, rent, utilities and furniture were identified and individuals were linked with resources. (VH)

Vidant Medical Center (VMC) / Pitt Partners for Health (PPH) Access to Care Initiative: In 2019, PPH members began working to promote NCCARE360 among agencies within Pitt County. NCCARE 360 is an initiative supported by a partnership between the NC DHHS; and the Foundation for Health Leadership and Innovation; and implementation partners, United Way of NC/211, Expound Decision Systems, and Unite Us. NCCARE 360 electronically connects individuals to community resources (healthy

food; safe and affordable housing; jobs, etc.) and provides feedback to referral sources reporting if the individual connected with the recommended service. Social Determinants of Health Screening Tool: A medical/legal partnership exists between Vidant's Pediatric Asthma Program and Legal Aid of NC. There is a direct link between the two entities and referrals are easily and consistently coordinated. Health Screenings: VMC Community Health began working with the Greenville Housing Authority Community Centers to provide health screenings at its various locations. The group is now working to provide blood pressure monitors at these community centers.

Vidant Medical Center (VMC) / Pitt County Emergency Management Community Paramedic Program: Pitt County Emergency Management operated a Community Paramedic (CP) Program in unison with VMC and with support from Vidant Health. Healthcare was provided to community members and decreased the number of unnecessary emergency department visits. In addition, counseling services were provided to seniors to assist them with Medicare Part D enrollment. Seniors were also assisted with applications to the Department of Social Services for the Low-Income Energy Assistance Program. The CP Program linked community members to services such as home health, Meals on Wheels, free clinics, food stamps and more. (VH)

Vidant Medical Center (VMC) School Nurse Program: The School Nurse Program improved access to care including chronic disease and medication management for students enrolled in Pitt County Schools. Case Management services were provided for 357 students. There were 7,263 student health encounters and 208 health education sessions held.

Conditions in the places where people live, learn, work, and play affect a wide range of health risks and outcomes. These conditions such as housing, safe neighborhoods, income, education and healthy food access are known as Social Determinants of Health (SDOH).

Source: Centers for Disease Control and Prevention
<https://www.cdc.gov/socialdeterminants/index.htm>

Mental Health

(Community Partner Priority)

Adverse Childhood Experiences (ACEs): Pitt County Health Department staff and numerous community partners have received ACEs training. ACEs, are potentially traumatic events (experiencing or witnessing violence, death of family member, parental instability, parental substance abuse, etc.) that occur in childhood. ACEs are linked to chronic health problems, mental illness, and substance misuse in adulthood and can negatively impact education and job opportunities.

Vidant Medical Center (VMC) Eastern Carolina Injury Prevention Program: Education was provided on the following destructive decision topic areas: suicide, bullying, substance abuse and alcohol, sports safety, human trafficking, tobacco/vaping, teen pregnancy/STDS and safe relationships.

Vidant Medical Center (VMC) / Pitt Partners for Health (PPH) Mental Health Initiative: A work-group meets monthly to focus on the Mental Health / Behavioral



“
Mental Health Matters!
”

Health Initiative. Group members represent approximately 15 different stakeholders in the community and have been working collaboratively to develop a plan for

community education. The group has submitted a proposal for the funding of community education with a focus on Mental Health First Aid.

New and Emerging Issues

A Message from Pitt County's Health Director

Greetings Fellow Pitt County Residents,

First, let me thank you for the opportunity to serve as your Health Director. I would also like to bring attention to the following new and emerging health issues that are occurring globally:

Coronavirus 19 (COVID 19):

Many human diseases begin as animal diseases. Sometimes we become inadvertently infected with an animal infection, for example Rabies. At other times, an animal infection makes the jump to humans; an example of this is Avian Influenza. This year, we are seeing this scenario on a large scale with Coronavirus, now known as COVID 19. This infection has made the jump from animals to humans and is now being spread by person to person contact in China and on a limited basis in other locations. There has also been person to person transmission in the United States.

Infections such as COVID 19 are called “Emerging Infections” because they erupt unexpectedly in a community. The newness or novelty of emerging infections creates several challenges for public health and our healthcare system. First, there is little or no experience among healthcare providers with these infections. Second, it is usually difficult to test for the infection due to the lack of a test or limited availability of the test. Third, there may not be a specific treatment for the infection; in this case there is no approved antiviral medication for Coronavirus. Fourth, there may not be a vaccine available to help prevent the infection. Currently, there is no vaccine available for Coronavirus. In spite of these and potentially other challenges, we can defend ourselves from these infections. In the case of COVID 19, rapid isolation of known or suspected cases can help stop the spread of the infection. We are also placing exposed, but not clearly infected persons, under quarantine to help lessen the chance that they may develop and spread the infection before it is recognized.

Public Health Funding:

The other challenge we face that not only affects our ability to respond to emerging infections, but also our ability to operate on a day to day basis, is public health funding. Public health funding is at best poorly distributed. By that, I mean it exists in silos. Money in one silo cannot usually be moved to a different silo. Real world problems do not generally exist in a typical government funding silo. These problems span two or more silos or may involve issues without a source of funding to combat that issue. In order to effectively combat the public health problems of the twenty-first century, we must have a flexible and scalable source of funding to support our operations. Please do not just hear “we need more funding.” More funding would be nice and we could always use more funding to help the people of Pitt County; however, please hear, “we need to be more flexible in how we spend public health funds to better meet the unique challenges of our wonderful community.”

- John L. Silvernail, MD, MPH
Pitt County Health Director



Board of Health



Keith Ramsey | Chair
Physician



Tina Dixon
At-Large Member



Nitesh Patidar
Pharmacist



Mark Hayes | Vice-Chair
Veterinarian



Adam Harrell
Dentist



Lowell Speight
Engineer



Scott McIntosh
Optometrist



Martha Engelke
Nurse



Rex Fleming
At-Large Member



Kelli Pack Smith
At-Large Member



Tom Coulson
County Commissioner

How You Can Get Involved

All of the health 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, a community improvement partnership with representatives from local churches, businesses, communities and health and human service agencies. Pitt Partners for Health meets the 2nd Thursday of each month except the month of July. Meeting locations rotate each month and are held within all areas of the County.

For more information about Pitt Partners for Health, contact **Catherine Nelson**, Senior Administrator of Community Health Programs, Vidant Medical Center at **252-847-6077** or cnelson@vidanthealth.com.

Every attempt has been made to summarize the major activities occurring within Pitt County to address each of the priority health areas but some programs may not be represented in this report.

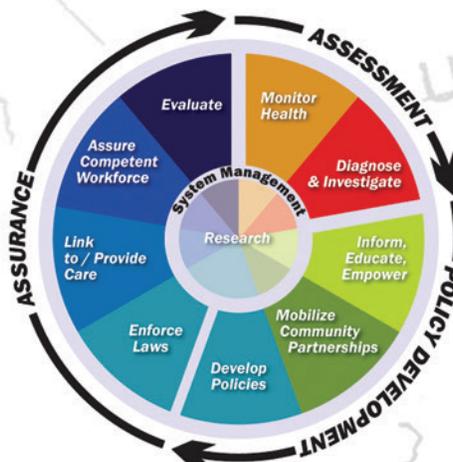
Please contact **Amy Hattem**, Deputy Health Director/Director of Health Education and Public Information at Pitt County Health Department, at **252-902-2426** or amy.hattem@pittcountync.gov to ensure that information regarding your program as it relates to one of the outlined priority areas for Pitt County is included in future reports.

Visit our website at

www.PittCountyNC.gov/PCHD

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Ten Essential Public Health Services

www.cdc.gov/publichealthgateway/publichealthservices/essentialhealthservices.html