



Wayne County

State of the County Health Report

2013

REVIEWING THE NEEDS OF COMMUNITY HEALTH PRIORITIES ESTABLISHED IN THE 2012 COMMUNITY HEALTH ASSESSMENT (CHA).

Mission

The mission of the Wayne County Health Department, through our responsive and professional staff, is to preserve, promote, and protect the health of our community by preventing diseases, protecting the environment and promoting healthy living.

Introduction

The North Carolina Division of Public Health requires local health departments to conduct a Community Health Assessment (CHA) every four years for accreditation and contract. A State of the County Health (SOTCH) Report is compiled to serve as an annual update on the top health priorities identified in the CHA with actions and interventions taken to address them. It also includes an overview of county demographics, leading causes of death, emerging issues and new initiatives. This report can be used to assist with community health action planning, influence on policy development, engaging community members and stakeholders to be active. This report is available on the health department website at www.waynegov.com.

County At a Glance

Looking over the great County of Wayne, you will find that it spreads across a land area of 553 square miles. According to the US Census Bureau, the 2012 population estimate for the county includes 124,246 residents. While the median income is at \$41,751 the poverty rate captures about 20.2% of its citizens. However Wayne County has the distinguished honor of being named the first county to be designated as a Certified WorkReady Community in NC. The Wayne County Development Alliance reports that 20% of Wayne County's workforce is Career Readiness Certified. There is a strong direct relationship between the economic outlook of a county and its impact on the leading causes of death. The advantage of having a county that flourishes economically helps to enhance the overall health of the county.

Health Priorities from the 2012 Community Health Assessment

The complete assessment can be viewed at www.waynegov.com

The community health assessment identified 7 key priority focus areas for 2013 – 2016. Although this was a community health assessment, the social indicators listed below also directly and indirectly influence community health. Without addressing both social and health together, significant health improvements will not be accomplished. Social areas include poverty, access to healthcare, crime and education levels. The health conditions, mental health, and health literacy provide indicators of what affects the current state of health in Wayne County. The following health priorities were selected based on the state rates and survey responses: obesity, sexually transmitted diseases, chronic disease, health literacy and mental health.

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Health Priorities Continued

As seen in the table below, there was significant overlap between the current health findings and those from 2008. Teen pregnancy and infant mortality did not arise as focus areas in the current assessment and the rates for these indicators are improving. However, these areas continue to need massive attention as Wayne County's infant mortality and teen pregnancy rates are worse than those of North Carolina. In 2012, health literacy and mental health were cited as key areas needing attention.

2008 Health Priority Focus Areas	2012 Health Priority Focus Areas
1. Obesity	1. Obesity
2. Chronic Disease (Cancer, Heart Disease, Diabetes)	2. Chronic Disease (Cancer, Heart Disease, Diabetes)
3. Sexually Transmitted Diseases (STDs)	3. Sexually Transmitted Diseases (STDs)
4. Teen Pregnancy	4. Health Literacy
5. Infant Mortality	5. Mental Health

Teen Pregnancy

Teen Pregnancy rates are down and we continue to see a downward trend. In 2010 a comprehensive sex education policy was adopted by Wayne County Public Schools to reduce teen pregnancies and sexually transmitted diseases.

Addressing Teen Pregnancy

The North Carolina School Community Health Alliance (NCSCHA) is the state organization that supports the work of school health centers. According to NCSCHA, more than 50 school health centers in 20+ North Carolina counties are considered one of the most effective strategies for delivering preventive care, including mental health services to adolescents, a population long considered difficult to reach. Services are more accessible, affordable and target the primary health issues facing our youth.

School health centers are partnerships created by schools and community health organizations to provide medical and mental health services that promote the health and educational success of school-aged youth. Wayne County offers six school health centers.

To increase support for the centers, Wayne County has a group of agencies and organizations that work together in a collaborative partnership called Wayne Initiative for School Health (WISH) Centers. This partnership consists of Wayne Memorial Hospital, Wayne County Schools, Wayne County Health Department, Goldsboro Pediatrics, Eastpointe Mental Health, Communities in Schools, Wayne Department of Social Services, Wayne County Commissioners and Goldsboro City Council. The WISH Center goal is to help Wayne County students succeed in school by promoting healthy lifestyles by providing comprehensive health care services to meet the needs of all the students. The staff of WISH consists of a registered nurse, physician's assistant, mental health counselor, registered dietitian, and health educator.

Wayne County Health Department's Teen Pregnancy Prevention Program provides a series of school health education services in the middle/high schools and WISH Centers. Services include individual and group instructional classes, guidance and health promotion activities. The focus areas addressed include: character building, decision making skills, abstinence, methods of birth control, sexually transmitted diseases, pregnancy prevention and health department services. Referrals are also provided for various student health issues to supporting community resource agencies when necessary.

According to the North Carolina State Center of Health Statistics, the teen pregnancy rate for Wayne County has decreased from having a pregnancy rate of 57.3% in 2011 to 54.9% in 2012. This decline is due to the efforts of all of the pregnancy task forces in the county, to include Young Moms Connect. Reported data from this program revealed that only 27.1% of the teen pregnancies were a result of repeat pregnancies. North Carolina is currently down 62% since the early 1990's according to the adolescent pregnancy prevention campaign of North Carolina and the state pregnancy rates continue to decline.

- 2012 Wayne County Community Health Assessment
- Wayne County Health Department Strategic Plan 2013-2016
- The North Carolina School Community Health Alliance (NCSCHA), "What are Health Centers?", at: <http://ncscha.org/about.php>
- NC Division of Public Health, State Center for Health Statistics, County-Level Data. Available at: <http://www.schs.state.nc.us/schs/data/county.cfm>



Leading Causes of Death

Cancer and heart disease are the top two leading causes of death in both Wayne County and North Carolina. The state exceeds Wayne County in deaths caused by heart disease, respiratory diseases, and all other causes, whereas Wayne County exceeds the state in deaths caused by cancer, cerebrovascular disease, and diabetes.

County to State Comparison		
Causes	County %	State %
Cancer	25.2%	22.8%
Heart Disease	18.5%	21.3%
Cerebrovascular Disease	6.6%	5.4%
Diabetes Mellitus	4.6%	2.9%



Obesity

Overview

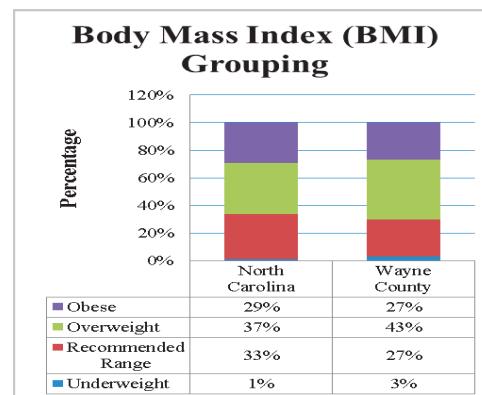
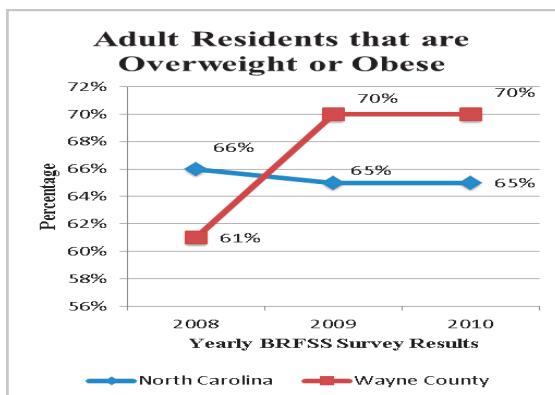
This major public health problem is sweeping across the country and into our communities. It is threatening the health and future of all individuals, especially our children, as well as the future financial health and stability of our community's health care system. The Journal of Public Health Policy reported that obesity has emerged as a global epidemic over the past 30 years and affects people of all backgrounds.

Latest estimates from the World Health Organization reveal that more than 1.5 billion adults are overweight; 500 million of which are obese and nearly 43 million children under the age of five are overweight. This epidemic has grown due to profound changes in how people eat, work and play. As populations become more urban, diets tend to change. People are now eating more complex carbohydrates, saturated fat and sugar than ever before. People are also much less physically active than in the past.

In the Overweight and obesity: health consequences publication by the Center for Disease Control (CDC) it states that excess weight increases an individual's risk of developing type 2 diabetes, high blood pressure, heart disease, certain cancers, and stroke. Based on the results collected by the NC Behavior Risk Factor Surveillance Survey (BRFSS) from 2008-2010, Wayne County exceeds the state average in the amount of adult residents that have a Body Mass Index (BMI) greater than 25 which makes them either overweight or obese. As of 2010 Wayne County had a total of 26% of adults that fell within the normal BMI range and 43% of Wayne County adults considered themselves as overweight and 27% identified with being obese. The North Carolina State University Institute for Emerging Issues reports that 72% of adults are overweight in Wayne County.

North Carolina has a state Nutrition and Physical Activity Surveillance System that monitors data on children seen in North Carolina WIC and Child Health Clinics. According to this monitoring system there has been a drop in the percentages of overweight and obese children 2-4 years of age here in Wayne County. Although it remains high, in 2012 the overweight and obese percentages were 13.6% in each category which is a noteworthy decrease from what the data revealed in 2011 which was 16.6% overweight and 16.2% obese. According to CDC, overweight children are more likely to stay overweight into adulthood and develop many preventable diseases such as diabetes and cardiovascular disease, at an earlier age. In Wayne County several programs are specifically aimed at tackling this high priority since obesity, as well as its related diseases, are largely preventable.

According to Healthy People 2020, there is a direct connection between obesity and the health impact of nutrition and physical activity. The health effects of eating a healthful diet and being physically active cannot be understated. Together, a healthy diet and regular physical activity can help people to: Achieve and maintain a healthy weight; Reduce the risk of heart disease, stroke and certain forms of cancer. Doing both of these together can also help strengthen the muscles, bones, joints and Improve mood and energy level.



Call to Action

- Increase the percentage of adults and youth who are neither overweight nor obese that are physically active
- Create lifestyle change interventions with community groups that focus on increased physical activity and healthy eating
- Increase knowledge of the benefits of fruits and vegetables through creative park benches in area community parks
- Establish and expand partnerships with health care providers, organizations, institutions and community groups to educate the community on the prevention and treatment of overweight and obesity across their lifespan
- Increase access to more fruits and vegetables through community farmer's markets
- Secure and increase resource connections with media outlets to increase public awareness
- Reduce the proportion of adults who are overweight or obese by increasing physical activities such as promoting the benefits of

- 2012 Wayne County Community Health Assessment
- Wayne County Health Department Strategic Plan 2013 -2016
- North Carolina - Nutrition and Physical Activity Surveillance System (NC-NPASS) 2009 - 2012
- North Carolina State Center for Health Statistics (NCSCHS) 2010 BRFSS Topics for Wayne County - <http://www.schs.state.nc.us/schs/brfss/2010/wayn/topics.html>
- NC Division of Public Health, State Center for Health Statistics, County-Level Data. Available at: <http://www.schs.state.nc.us/schs/data/county.cfm>

Obesity Continued

Addressing Obesity

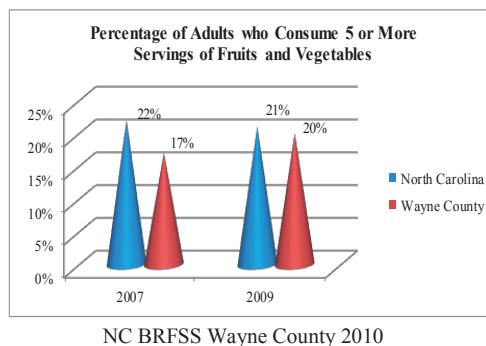
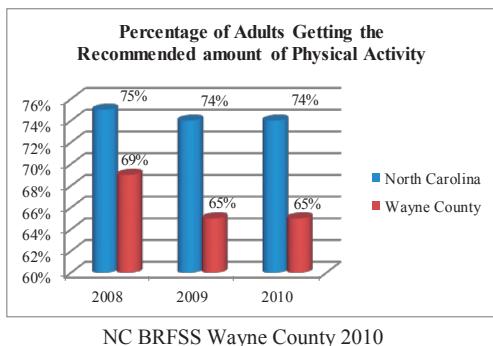
- Minority Health Initiative - Has kicked off a Faithful Families Eat Smart Move More (FFESMM) faith-based, health promotion Initiative. In 2012, Wayne County implemented FFESMM with 6 local African American Churches. Four additional churches have been added in 2013 thus far.
- Secured state funding in 2012 for a Community Transformation Grant (CTG) to implement policy, systems and environmental changes that support tobacco free living, active living, healthy eating and high impact evidence-based clinical preventive services over a 5 year period.
- Established and promoted new walking trails, City of Goldsboro's Parks and Recreation Center Zumba classes, Cooperative Extension Healthful Cooking Classes and more to help increase access to healthy lifestyle resources.
- Created 12 park benches that include nutrition and health gardening messages on them. Benches will be placed in Herman Park near Farmer's Market signs forming stations that promote food awareness and increase physical activity when moving from one station to the next.
- Formed a grassroots wellness initiative called, "Go Wayne Go," to engage the communities, promote healthy lifestyles and increase overall physical well-being. Following results of the Community Health Assessment, the County Commissioners initiated a county partnership called The Healthy Wayne Task Force. "Go Wayne Go" is a product of this county-wide partnership.

Over the next few years, an objective of the Wayne County Health Department is to work with community groups, expand collaborative partnerships to engage communities to focus on increased physical activity and healthy eating. The GoWayneGo initiative has developed an overarching goal of having county residents to collectively lose a million pounds by May 2015. In order to accomplish this task, smaller goals have been implemented to make this charge more realistic and achievable. To monitor individual success the GoWayneGo website is available to help individuals register and track their progress. The daily goals are to consume:

5—Fruits and Vegetables	1—Hour of Physical Activity
3—Balanced Meals	0—Sugary drinks, except on occasion
2—Hours of TV/electronics maximum	

For more information visit our website at www.GoWayneGo.com

This collaboration is a community-wide partnership consisting of Goldsboro Pediatrics, Goldsboro Parks and Recreation, The Goldsboro Family YMCA, NC Cooperative Extension, Wayne Action Teams for Community Health (WATCH), Wayne County Health Department, Wayne Memorial Hospital, Seymour Johnson Air Force Base, Wayne Initiative for School Health (WISH), United Wayne of Wayne County, Wayne County Chamber of Commerce and Wayne County Public Schools.



In Wayne County, the percentages of adults who have reported getting any type of physical activity outside of their job does fall below the state averages, but there is an increase in the percentage of people who responded yes when asked if they consumed five or more servings of fruits and vegetables per day. However there is still a great need to continuously educate residents about the importance of eating the recommended five servings of fruits and vegetables since as of 2009, 80% of county residents are still not meeting this recommendation.

- 2012 Wayne County Community Health Assessment
- Wayne County Health Department Strategic Plan 2013-2016
- The North Carolina School Community Health Alliance (NCSCHA), "What are Health Centers?", at: <http://ncscha.org/about.php>
- NC Division of Public Health, State Center for Health Statistics, County-Level Data. Available at: <http://www.schs.state.nc.us/schs/data/county.cfm>
- North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013 - 2020 (<http://eatsmartmovemorenc.com/ESMMPLAN>)



Sexually Transmitted Diseases

Overview

Sexually transmitted diseases (STDs) are a leading category of communicable diseases in Wayne county, with positive results for Chlamydia, Gonorrhea and HIV accounting for most cases. In the Eastern region of North Carolina, the rate of STD incidence have been reported starting from age 10 up to 65 and above. Across the border those between the 20-24 age group had the highest rate of the HIV, Chlamydia, Gonorrhea, and Syphilis disease cases. Among these cases the 15-19 year old females followed up with the second highest Chlamydia cases for the state. The table below shows that even though the county has continued to be significantly higher than the state average for Chlamydia and Gonorrhea, those same rates have continued to reduce for Wayne County overall.

Sexually Transmitted Disease Rates *
2002-2012
NC HIV/STD Surveillance Report (2004, 2008, 2011, & 2012)

Year	Syphilis **		Gonorrhea		Chlamydia		HIV Disease	
	Wayne	NC	Wayne	NC	Wayne	NC	Wayne	NC
2002	9.7	7.4	153.1	184.8	454.1	297.8	32.7	20.6
2003	2.7	4.7	206.9	179.4	361.6	310.0	20.3	25.0
2004	2.6	5.3	205.8	178.0	359.7	339.6	10.6	18.6
2005	4.4	5.6	201.1	173.6	462.1	359.3	15.9	18.9
2006	13.3	6.8	183.5	195.2	403.3	379.0	9.8	19.0
2007	15.0	6.3	159.3	183.9	372.4	337.8	15.8	22.4
2008	24.7	5.6	228.0	164.1	628.6	414.5	13.2	21.7
2009	51.8	10.0	291.7	157.9	625.6	466.2	14.9	17.4
2010	37.5	7.6	238.9	148.4	723.4	442.2	10.6	15.4
2011	13.0	8.1	193.3	179.9	714.4	564.8	20.4	16.4
2012	4.0	6.2	178.7	148.3	662.9	524.1	14.6	14.6

* per 100,000 population - ** Primary, Secondary, Early Latent

Call to Action

- Reduce the total rate of syphilis in Wayne County from 15.3 per 100,000 to 10.3 per 100,000
- Expand and implement comprehensive sex education initiative in Wayne County
- Engage community partners to assist with community education and outreach
- Reduce the percentage of positive results among individuals aged 15-24 tested for chlamydia.
- Identify and train community leaders to conduct outreach, provide education materials and distribute condoms to high-risk or at-risk populations
- Expand educational programs for youth and their parents in the county youth to include minorities

Addressing Sexually Transmitted Diseases

- Collaborated with the public school system, WISH, W.A.T.C.H., WCAPP, Wise Guys, churches, and other community partners to provide education throughout Wayne County has taken place.
- Provided educational teen and parent programs to encourage and equip better sexual health decisions as early and often as possible.
- Equipped 175 males through Wise Guys, a male focused and evidence based teen pregnancy prevention program that promotes the positive life skills needed to make wiser and more responsible decisions.
- Conduct and promote free, confidential HIV/STD counseling and testing at the health department.
- Resumed free condom distribution initiative in targeted and supervised community locations implemented by the minority health team.
- Conducted a sex education program called "Cuidate". This is a culturally based program tailored for Latino youth to decrease their risk of HIV. It specifically promotes tools leading to a healthy adulthood. Twenty Latino students participated in a pilot program for Wayne county schools.
- 2012 Wayne County Community Health Assessment
- Wayne County Health Department Strategic Plan 2013 -2016
- NCDHHS Communicable Disease Branch



Chronic Disease

Overview

Based on 2007-2011 data, Diabetes is the 4th leading cause of death with Cancer being number one followed by Heart Disease, Cerebrovascular, Diabetes and Nephritis in African American Males. Diabetes is the 3rd leading cause of death for African American females with Heart Disease being the leading killer followed by Cancer, Diabetes Cerebrovascular and Diabetes.

Leading causes of death in Wayne County continue to be Cancer, Heart Disease, Cerebrovascular Disease and Diabetes. Leading forms of cancer continue to be Trachea, Bronchus, Lung Breast, Prostate, Colon and Pancreas for Wayne County. Chronic diseases can typically develop over a long period of time in a variety of conditions like arthritis, asthma, cancer, COPD, diabetes, heart disease, stroke and others. Often times they can be prevented or managed so that the individual can maintain a good quality of life and enjoy the things they like to do. According to the 2012 Community Health Assessment, 72% of adults are overweight, 33% of adults are obese, 13% adults are diabetic. The mortality rates per 100,000 from 2007-2011 for all four major types of cancer were higher for Wayne as compared to the state. For example: Lung: 61.8 as compared to 54.1, Prostate: 27.5 as compared to 24.3, Breast: 27.5 as compared to 22.6 and Colon: 17.1 as compared to 15.2.

Chronic disease continues to be a major disparity in health for Wayne County in comparison to the state. The 2012 Community Health Assessment identified this as one of the priority focus areas. The goal is to reduce the incidence of chronic diseases to improve the quality of life and health outcomes.

Call to Action

Since chronic diseases are long-term situations, it is important to:

- Increase knowledge and awareness of chronic disease prevention within our communities
- Educate those who have a chronic disease on self management techniques for daily use
- Increase knowledge and awareness on the importance of preventive screenings and routine check-ups
- Reduce the cardiovascular disease mortality rate
- Decrease the percentage of adults with diabetes



Addressing Chronic Disease

Wayne Action Teams for Community Health (WATCH) is a free Healthcare Program that provides an acute primary healthcare clinic to uninsured residents in Wayne County. This program increases access to care through a full service mobile unit and a satellite location at the YMCA. Research indicates that those who are uninsured and who do not have a medical home experience greater disparities in health and may develop chronic conditions such as diabetes, heart disease, stroke, untreated HIV infections, cancer, and end stage renal diseases. According to the North Carolina Institute of Medicine, from 2010-2011 in Wayne County 22.6 percent of adults within the ages of 19-64 were uninsured. This placed the Wayne County in the top 25 counties with the highest percentage of uninsured residents. The WATCH Mobile unit is a lifesaver for many people here in Wayne County that do not have access to primary care, lack health insurance and even limited transportation.

In 2012, Wayne Memorial Hospital's Emergency Department provided more than 60,000 visits, and WATCH provided 10,000 visits. While it is difficult to measure the impact of WATCH on disease rates, the downward direction of smoking and heart disease in Wayne County (through increased access to providers and health education) may be partly attributable to efforts in this area since year 2000.

- **Minority Health Initiative** - One component of the Minority Health Initiative is the Living Healthy with Chronic Conditions curriculum, an evidence-based Chronic Disease Self-Management Program developed by Stanford University. This program was piloted to help participants to manage their health and to learn how chronic health conditions impact their lives. Living Healthy is a highly participatory workshop that takes place once a week for six weeks. Each 2 ½ hour session is taught by two trained leaders from various county agencies. Participants are able to interact and learn how to:

◆ Manage Pain, Fatigue, Depression & Frustration	◆ Improve Communication
◆ Increase Fitness and Self Confidence	◆ Choose Foods for Health
◆ Use Medications Wisely	◆ Solve Problems Effectively and Goal Setting

- 2012 Wayne County Community Health Assessment
- Wayne County Health Department Strategic Plan 2013-2016
- NC Division of Public Health, State Center for Health Statistics, County-Level Data. Available at: <http://www.schs.state.nc.us/schs/data/county.cfm>
- Office of Minority Health - Disparities Reduction Efforts (<http://www.minorityhealth.hhs.gov>)
- The Living Well Chronic Disease Self-Management Program is sponsored by the Atlanta Regional Commission, Area Agency on Aging



Chronic Conditions Continued

Increasing Access to Care

- **Wise Women** is a cardiovascular disease prevention program used to provide educational and screening services related to heart health, blood pressure, cholesterol and blood sugar screenings. Referrals and follow-up are provided for abnormal findings. Diabetes Self Management is also provided.
- **NC Breast & Cervical Cancer Control Program (BCCCP)** provides free or low-cost breast and cervical cancer screenings and follow-up to eligible women. Women that are eligible to receive these free clinical breast exams, mammograms, pap tests and other diagnostic services are those who meet the criteria shown below:

Are aged 40-64 for breast services and 18-64 for cervical	Are uninsured or underinsured
Have a household income at or below 250% of the federal poverty level	Are without Medicare Part B or Medicaid

Example of community partnerships working together for Wayne County and Chronic Disease.





Health Literacy

Overview

Choosing a healthy lifestyle, knowing how to seek medical care, and taking advantage of preventive measures require people to understand appropriate health information and practices to apply to their daily lives. Health literacy is having the capacity to obtain, process, and understand that information and services needed to make informed health decisions.

Being an informed consumer of health information requires more than reading ability. People with limited health literacy often lack knowledge or have misinformation about the body and connections to various health outcomes. Without this knowledge, they may fail to understand the relationship between lifestyle factors such as diet, exercise and health outcomes. People with limited health literacy skills may not know when or how to seek care and the urgency of early detection. Health information can overwhelm even people with advanced health literacy skills. Medical science progresses rapidly. What people may have learned about health or biology during their school years often become outdated or forgotten, or it can be incomplete. Health information that may be provided in a stressful or unfamiliar situation is unlikely to be retained.

It takes the individual and the system of services working together for health literacy to be the most effective. Health literacy depends on the:

- Communication skills of lay persons and professionals
- Lay and professional knowledge of health topics
- Culture
- Demands of the healthcare and public health systems
- Demands of the situation/context

It also depends on the individual's ability to:

- navigate the healthcare system, including filling out complex forms, locating providers and services
- share personal information such as health history with providers
- engage in self-care and chronic-disease management
- understand mathematical concepts and its connection to their preventive health maintenance

According to Literacy Connections, a non-profit agency in Wayne County, more than half of Wayne County adults read below a 9th grade level. It is also reported that:

- 1 in 4 adults reads below a 3rd grade level
- 1 in 10 adults are functionally illiterate, meaning they cannot read.
- 1 in 6 adults possess minimal literacy skills
- 1 in 3 adults read between a 3rd and 8th grade level

According to research studies, people with limited health literacy skills are more likely to skip important preventive measures such as mammograms, Pap smears, prostate exams and flu shots. When compared to those with adequate health literacy skills, studies have shown that patients with limited health literacy skills enter the healthcare system when they reach a higher risk of illness. People with limited health literacy skills are more likely to have chronic conditions and are less able to manage them effectively. Studies compiled in the Quick Guide to Literacy by the Office of Disease Prevention and Health Promotion have found that patients with high blood pressure, diabetes, asthma, or HIV/AIDS who have limited health literacy skills have less knowledge of their illness and its management. Limited health literacy skills are associated with an increase in preventable hospital visits and admissions. Studies have demonstrated a higher rate of hospitalization and use of emergency services among patients with limited health literacy skills.

Call to Action

- Expand Health Promotion to improve the capacity to educate, make policy and environmental changes and work with the community to improve health outcomes
- Improve the Usability of Health Information
- Improve the usability of information on the Internet

- Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary for Health, Office of the Secretary, U.S. Department of Health and Human Services (<http://www.health.gov/communication/literacy>)
- Quick Guide to Health Literacy (<http://www.health.gov/communication/literacy/quickguide/quickguide.pdf>)
- U.S. Department of Human Services, Office of Disease Prevention and Health Promotion - Health Literacy Online - A Guide to Writing and Designing Easy To Use Health Websites (http://www.health.gov/healthliteracyonline/Web_Guide_Health_Lit_Online.pdf)



Health Literacy

Addressing Health literacy

One needs to expand their health literacy continuously. It requires being informed of health topics and any new changes. People also need the education and support to be healthy. For example, for one to be engaged in self care and chronic disease management they may need to understand probability and risk, how to calculate, track and understand cholesterol and blood sugar levels, measuring medications, and understanding nutrition labels all require math skills. Choosing between health plans or comparing prescription drug coverage requires calculating premiums, copays, and deductibles.

Use a medically trained interpreter. Plain English will not necessarily help individuals who do not speak English as their primary language and who have limited ability to speak or understand English. To better ensure understanding, health information for people with limited English proficiency needs to be communicated plainly in their primary language, using words and examples that make the information relevant to their potentially different cultural norms and values.

Studies show that people cannot find the information they seek on Web sites about 60 percent of the time. Things to consider to improve written and oral communication when using the internet and social media include the following:

- Use plain language, large font, white space, and simple graphics
- Enhance text with video or audio files
- Include interactive features and personalized content
- Use uniform navigation
- Organize information to minimize searching and scrolling
- Give users the option to navigate from simple to complex information

Addressing Health Literacy

- Minority Health/Health Equity – Wayne County Health Department provides interpreter services to clients, culturally competent program materials for various faith communities, community-based organizations and civic groups. Community-based outreach to promote health awareness by developing and coordinating informational services such as with the newly enacted Affordable Care Act.
- Focus groups - Conducted community-based focus group with 28 teens to gain their perception on health issues faced by youth, health messages, health insurance for a statewide mobile marketing campaign promoting NC Health insurance for youth.
- Resource materials - Adapted health education resource materials to display culturally appropriate messages and readability.

- Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary for Health, Office of the Secretary, U.S. Department of Health and Human Services (<http://www.health.gov/communication/literacy>)
- Quick Guide to Health Literacy (<http://www.health.gov/communication/literacy/quickguide/quickguide.pdf>)
- U.S. Department of Human Services, Office of Disease Prevention and Health Promotion - Health Literacy Online - A Guide to Writing and Designing Easy To Use Health Websites (http://www.health.gov/healthliteracyonline/Web_Guide_Health_Lit_Online.pdf)



Mental Health

Overview

Mental health has been identified as a top issue in Wayne County. However, the ability to report mental health statistics is limited. The mental health emergency admission rate per 10,000 population has increased steadily from 2008 to 2010 and has remained higher than the state's rate. Moreover, the 2010 rate in Wayne County was 71 per 10,000 population higher than that of the state.

The number of residents served in area mental health programs has increased by over 2,500 from 2006 to 2010. Additionally, the number of residents served in alcohol/drug treatment centers has increased by 37 from 2006 to 2010.

Wayne County Residents Served in Area Mental Health Programs

2006	2007	2008	2009	2010
4,020	3,574	4,267	4,832	6,546

Wayne County Residents Served in Alcohol/Drub Treatment Centers

2006	2007	2008	2009	2010
65	88	95	85	102

Suicide

The suicide rates between 2006 - 2011 for Wayne County have fluctuated but have steadily decreased from 2009 to 2011. As of 2011, the suicide rate in Wayne County is lower than that of the state. However, the 6-year average from 2006 to 2011 for Wayne County is very close to the state.

Some key agencies that provide resources and services in Wayne County include but not limited to: Eastpointe of Goldsboro, Waynesboro, Veteran's Affairs Clinic, Cherry and Wayne Memorial Hospitals.

Call to Action

- Decrease the rate of suicides reported
- Increase resource connections and networking opportunities to better serve communities

Addressing Mental Health

- Eastpointe was approved to become a 1915(b)(c) Medicaid Managed Care Waiver Organization in 2012 and went live January 2013 to begin this mission.
- Adult, child and family evaluation, services, and therapies are in operation throughout the county.
- The community relations department began February 2013 and exist to assist the entire community.
- Monthly community educational events are provided free and open to the general public.
- Veteran's Affairs Clinic for veterans in southeastern NC opened July 1, 2013 increasing access to care.

- NC Department of Health and Human Services, Statistics and Publications - <http://www.ncdhhs.gov/mhddsas/statspublications/Reports/>
- Log Into North Carolina (LINC) - http://www.data.osbm.state.nc.us/pls/linc/dyn_linc_main.show
- 2012 North Carolina Health News <http://www.northcarolinahealthnews.org/2013/07/30-goldsboro-va-clinic-provides-access>



Emerging Issues and Initiatives

As previously stated, the 2012 Community Health Assessment (CHA) identifies priority focus areas and the need to address both social and health influences together or significant influences on those needs will not be accomplished for our county. These areas can also be influenced by quite a few developing national and local factors as well. The following information are just a few examples of this.

Access to Healthcare and Health Information

- Healthcare costs continue to increase and bring challenges in access to care, providing adequate and affordable health care in the private and public sectors.
- As components of the Affordable Care Act are phased in beginning 2014, it is expected that more individuals will be able to access needed health care services. However, there will still be many that, regardless of insurance status, will face challenges accessing care such as cost, transportation and navigation. Our Wayne Action Teams for Community Health (WATCH) Healthcare Program/mobile van unit is one example of working together to help increase access to an acute primary healthcare clinic for the uninsured/underinsured residents in Wayne County.
- Reach more youth through our school health centers also known as the WISH Centers. Wayne County Health Department provides varying clinical services with hours of operation between 7:00 am - 6:00 pm Monday through Thursdays.
- Community-Focused Eliminating Health Disparities Initiative (CFEHDI) As a CFEHDI grantee, the Minority Health program of Wayne County Health Department recognizes that faith-based initiatives are one way we can help engage communities to make healthy diet and lifestyle choices. We currently are using evidence-based education prevention programs targeting at-risk African American faith communities through a provision of Faithful Families, a workshop-based curriculum focusing on positive lifestyle change promoting better nutrition and healthier cooking, exercise and physical activity. Prevention education, screenings and counseling are also done to promote prevention. Referral to primary care are provided for those that are uninsured.
- **Home of a new VA Outreach Clinic** - On July 29, 2013 a ribbon cutting was held for the new 10,000 Square foot clinic which is close to home for Veterans living in Wayne, Duplin, Lenoir, Sampson and Harnett Counties. The healthcare team works closely with patients and their families to ensure trusted, personal relationships are built to coordinate all aspects of the veteran's health care. Referrals are made when additional services are needed. Veterans have access to primary care, mental health, women's care, lab services, tele-health, tele-retinal care and secure messaging. Seymour Johnson AFB assists the clinic with access to radiology, physical therapy and an anticoagulation (Coumadin) clinic.

Health Literacy

- People need education to make more informed decisions about their health. To increase access to health information, the health education and promotion division will be working to enhance electronic health information through internet sites such as wayneteens.com and the health department's site at www.waynegov.com. To be more user-friendly there should be text with video or audio files, include interactive features and personalized content, use uniform navigation and plain language, large font, white space, and simple graphics to make information. Most importantly use the two click rule. Make information accessible in two clicks or less when searched on a website. This will help to expand opportunities to increase health literacy through the internet and social media as a great way to reach more people.

Health Conditions

- According to CDC, overweight children are more likely to stay overweight into adulthood and develop many preventable diseases such as diabetes and cardiovascular disease, at an earlier age. The North Carolina State University Institute for Emerging Issues reports that 72% of adults are overweight in Wayne County. In Wayne County several programs are specifically aimed at tackling this high priority since obesity, as well as its related diseases, are largely preventable. "Go Wayne Go," is a county-wide initiative working to engage every Wayne County community to promote healthy lifestyles and increase overall physical well-being.
- **Go Wayne Go** - A proclamation for this initiative was presented to the Wayne County Board of Commissioners and adopted on October 1, 2013 to help reduce overweight and obesity rates as noted earlier.
- **Community Health Interventions and Sickle Cell Agency, Inc. (CHISCA)** is an "Umbrella" organization with a focus on the care, prevention and education of individuals and families affected by sickle cell disease. They provide sickle cell disease education, prevention, care coordination and trait counseling. This agency also implements and supports documented best practices for interventions, services, and treatment in our efforts to eliminate health disparities. Wayne County houses the regional office for the following eight counties: Carteret, Craven, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne.



Want to do something? Get involved!

Community members can get involved by participating in community coalitions and networks to help connect communities, resources and services. Get active in GoWayneGo! Start your own GoWayneGo team. Get involved by contributing a Time, Talent or Treasure that you have to help support efforts to address the health priorities in Wayne County and create supportive healthy environments. Get involved and help support your neighbor, family, friend, colleague... your community to be healthier.

For more information contact

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Goldsboro, NC 27530
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www.waynegov.com

Thank You

We would like to express our thanks to all community members, leaders, agencies, action teams, volunteers and supporters. We thank each of you for your work, support and efforts to improve our community. Your time and input is valuable to the state of our county's health.

We would also like to thank our Board of Health, County Commissioners and taxpayers of Wayne County. With your support we are able to continue our work for a healthier county.

— Wayne County Health Department, Health Education and Promotion Division