



WAYNE COUNTY  
NORTH CAROLINA



# 2014 State of the County Health Report

## Wayne County, North Carolina



### About this Report

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

We are pleased to present the 2014 State of the County Health (SOTCH) Report. This report describes the latest data for key measures of community health and well-being in Wayne County, NC.



### Beautiful Wayne County....

- Established in 1779 and has a total area of 557 square miles.
- Is a Tier 2 county with a population of 127,094.
- Estimated 63.6% White/Caucasian, 32% African American, 10.7% Hispanic/Latino, 1.3% Asian, 2.2% report 2 or more race/ethnicities
- Estimated median income is at \$41,751

**Unemployment**

- Wayne County's unemployment rate was 6.9% in January 2014, it is down from 9.3% in January 2013.
- 54,382 workers were a part of the county's labor force in January 2014. This is a decline of 313 since January 2013.

**Poverty**

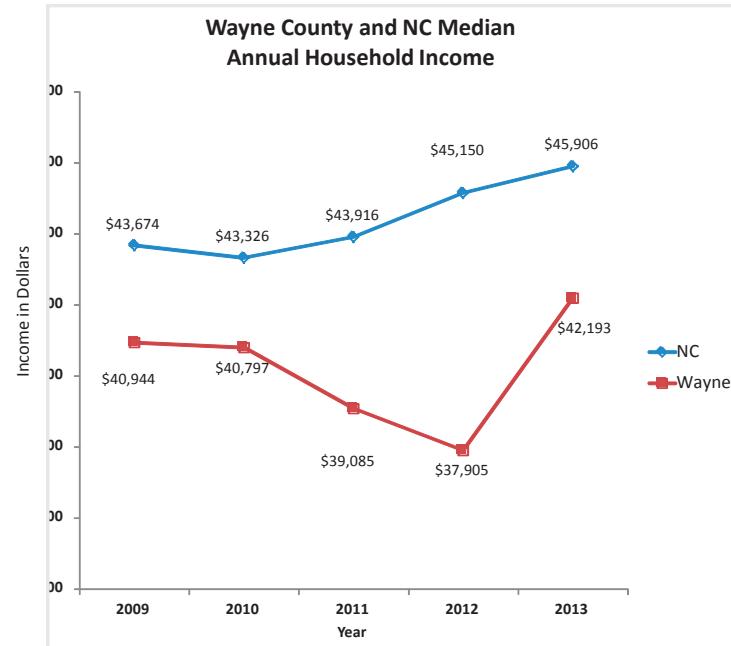
- 23.4% of the county's residents (28,283 people) lived in poverty in 2012; the state poverty rate was 18%.
- 42.7% of the county's residents were low-income on average from 2010 to 2012, meaning their incomes were less than twice the federal poverty level (\$46,100 for a family of four in 2012).

This report is designed to inform about Wayne County's progress over the last year, assist with community health action planning to help develop policies that improve community health and recruit community members interested in participating in activities.

This report is available in electronic format at [www.waynegov.com](http://www.waynegov.com).

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# Health Priorities from the 2012 Community Health Assessment

The community health assessment identified the following focus areas for 2013 – 2016. Although this was a community health assessment, the social indicators below both directly and indirectly influence community health. Without addressing both social and health together, significant health improvements will not be accomplished.

Social Indicators	Health Indicators
Poverty	Health literacy
Access to healthcare	Mental health
Crime	Health Conditions
Education	

## County Priority Health Focus Areas

The following health priorities were selected based on the state rates and survey responses:

- ◆ Obesity
- ◆ Chronic disease (cancer, heart disease, diabetes)
- ◆ Sexually transmitted diseases
- ◆ Health literacy
- ◆ Mental health
- ◆ Teen pregnancy prevention

For more information on the 2012 Wayne County Community Health Assessment and Action Plans visit [www.waynegov.com](http://www.waynegov.com)

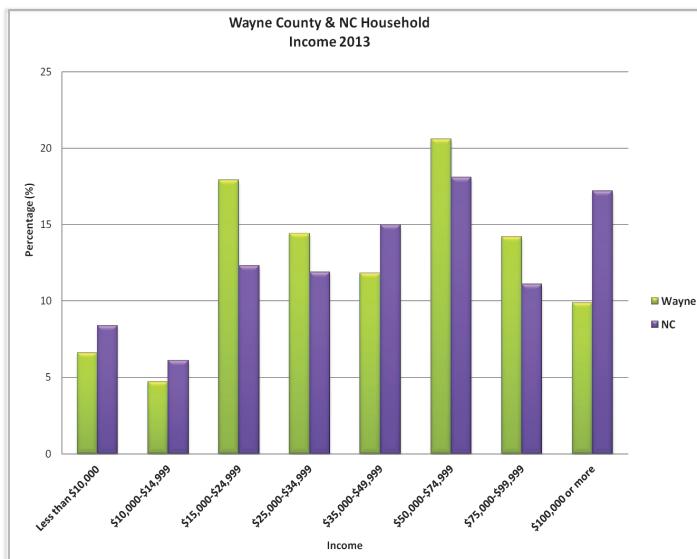
## Social Determinants of Health

### Education

- 77.6% graduated high school compared to the state rate of 82.5%, 4-year cohort graduation rate in 2012-2013.
- 71.3% of African-Americans, 72.3% for Hispanics and 83.2% for whites graduated high school 2012-2013 school year. 15.1% of adults had a Bachelor's degree or higher on average from 2010 to 2012.

### Health

- 17.1% of the county's residents did not have health insurance, compared to 16.6% of all North Carolinians on average from 2010 to 2012.
- The life expectancy rate for an African-American child born in the county was 73.8 whereas the rate is 77.4 for a white child on average from 2010 to 2012.
- The average life expectancy for all children born in this county was at 76.3.



### HOUSING

- 52% of renters in this county were unable to afford the fair market rent for a 2-bedroom housing unit.
- The minimum wage falls far short of what's needed to afford the fair market rent for a 2-bedroom housing unit in this county—the housing wage needed is 1.8 times higher than the minimum wage.

# Chronic Disease Action Plan Update

**Priority Issue:** Chronic Disease (Specifically diabetes death rate)

**Goal:** Describe additional evidence-based approaches and sources that are more in line with addressing the objective and the need to make sure that those with diabetes gain better control of their disease.

**Objective:** Reduce diabetes death rates by 7% by 2015.

The death rate for diabetes is two to three times higher in African Americans than whites. Obesity is also more prevalent among African Americans.

## Intervention:

- Living Healthy Program; Faithful Families Program; Minority Health Steering Committee; Healthy Wayne Task Force — GoWayneGo Initiative.

## Influence Level - Multi-Level

Targets limited-resource communities (low-income, at or below federal poverty levels), but open to all communities of faith.

Unlike acute conditions with symptoms that appear and change or worsen rapidly, chronic diseases develop and worsen over a long period of time in a variety of conditions like:

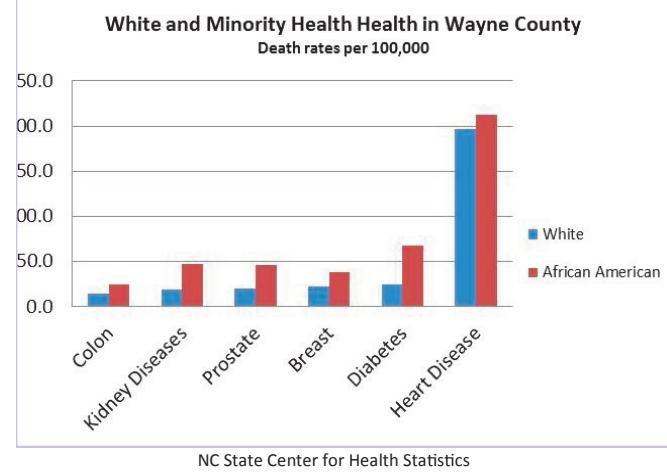
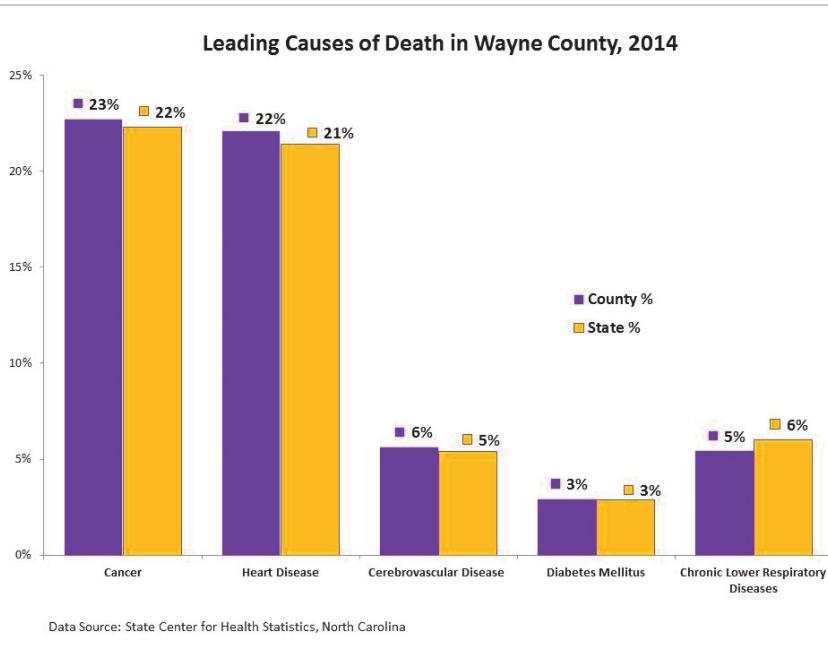
- Cancer
- Heart Disease
- Diabetes
- Stroke
- COPD
- Arthritis
- Asthma
- And many others



Chronic diseases are typically more costly and the most preventable of all health problems.

## Leading Causes of Death

Cancer and heart disease continue to be the top two leading causes of death in both Wayne County and North Carolina. Wayne County moved slightly above the state in deaths caused by heart disease, cerebrovascular disease while just below the state for chronic lower respiratory disease deaths. The county is in line with the state rate for diabetes.



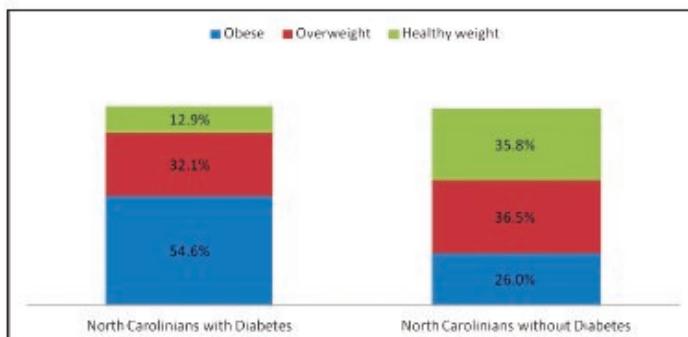
Minorities in Wayne County die from certain cancers and heart disease at a much higher rate and the minority death rates for diabetes, diseases of kidneys and prostate cancer are more than double that of whites. Breast and colorectal cancer death rates among minorities remain higher than whites.

In North Carolina, 7.9% or 512,000 adults were estimated to have pre-diabetes in 2011. Pre-diabetes rates were highest among blacks 9.3% vs. whites at 7.8% in the state. Women had higher levels of diagnosed pre-diabetes, compared to men 10.3% vs. 5.4%.

Overweight, obesity and diabetes are closely related. North Carolinians who are overweight or obese are most likely to have diabetes than those in a healthy weight range (figure 2 next page).

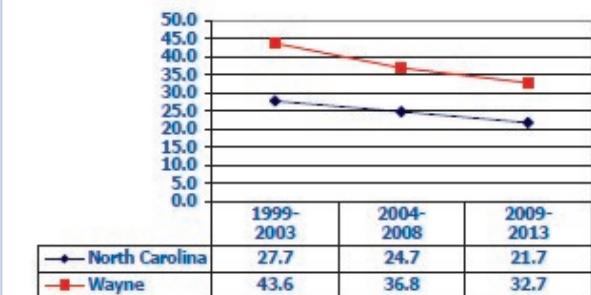
# Chronic Disease Action Plan Update Continued

Figure 2. Body Mass Index (BMI) by diabetes status in North Carolina 2011 (5)



NC Diabetes Prevention and Control Program Fact Sheet-  
The Burden of Diabetes in NC Brief 2013 Report

12. Age-Adjusted Diabetes Death Rates per 100,000 Residents



NC State Center for Health Statistics -Trend Data

## Addressing Chronic Diseases

**Self Management Program** - This year the Wayne County Health Department continued to implement the **Living Healthy pilot** series with the Chronic Disease Self-Management Program (CDSMP) through the Health Education's Minority Health & Health Equity Program. Partnerships continue to be expanded through this pilot program. Participants and partners responded well to the program. Partners include Wayne County Senior Center, Wayne Memorial Hospital's WATCH program, Cooperative Extension and various faith-based organizations trained with the Faithful Families curriculum. The program has also expanded its evaluation and documentation system to track outcomes better.

**Faithful Families** - Wayne County Health Department/Health Education and Promotion Division, Cooperative Extension, Extension's EFNEP Program and faith-based organizations continue to collaborate and even expand the Faithful Families Eat Smart and Move More program. The Wayne County Model continues to successfully recruit churches that commit to a Faithful Families training, being a Faithful Families Church, commit to implementing Faithful Families, building their infrastructure by creating a health ministry that is accountable to the congregation, shares information, raises awareness, eliminate barriers, referrals, support groups, health screenings. Trained Faithful Family groups, create onsite Health Resource Centers. Each church designated representatives to serve as volunteer wellness facilitators over the health ministry, coordinates outreach activities, surveys/assessments, medical home referrals, reporting to the Health Department/Health Education and Promotion's Minority Health Program Coordinator. Trained faith communities commit to implementing policy interventions that support good nutrition, physical activity and chronic disease prevention. Results: approximately 800 program participants were reached.

**Community Action Partners** - Minority Health Steering Committee, a community member advisory committee, continue to collaborate and use their outlets for county wide program promotions, helped to make resource connections and access to care referrals. This year assisted with implementing a community Interfaith Forum. Results: reached approximately 50 representatives for 20 of faith-based organizations.

**Seymour Johnson Air Force Base** - Conduct "Journey For Control"...a monthly 4 education sessions addressing specific needs of the diabetic beneficiary. Health/Disease Management and Nutrition Clinics....with both group and individual appointments addressing chronic condition needs for the beneficiary. Results: approximately 336 participants were reached.

**Increasing Access to Care** - **Wayne Action Teams for Community Health (WATCH)** continues to expand their free Healthcare Program. NC WATCH operates three free clinics in our county. Mobile unit travels to pre-determined locations each month, a stationary clinic inside the Family YMCA and a new stationary clinic on the campus of Wayne Memorial Hospital. Provide free primary and acute healthcare to the uninsured population of Wayne County. WATCH provided approximately 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.

**Wayne Memorial Hospital** sponsors free monthly programs featuring a physician or other health professional to educate the community about chronic diseases, how to combat them, how to live a healthier lifestyle and how to find solutions to your health concerns. These programs are well attended. In 2014, topics included heart disease, cancer, breastfeeding, lymphedema, advance directives and more. Results: more than 700 people attended. Our goal is to be a health and wellness resource for the community.

**Screening Services** - Wayne County Health Department continues to provide free or low-cost chronic disease services for uninsured/underinsured women through 2 programs:

- WISEWOMAN program, an evidenced based program targeting cardiovascular health, continues to provided education and screening services for women on heart health, blood pressure, cholesterol and blood sugar screenings. Referrals and follow-up are provided for abnormal findings. Diabetes Self Management is provided for uninsured health department prenatal, BCCCP and WISEWOMAN Clients. \* NC Breast & Cervical Cancer Control Program (BCCCP) continues to provide free or low-cost breast and cervical cancer screenings and follow-up to women aged 40-64 for breast services and 18-64 for cervical eligible to receive the free clinical breast exams, mammograms, pap tests and other diagnostic services. Partners: W.A.T.C.H, Wayne Co. Health Department's WISEWOMAN program, NC BCCCP and Health Education's Minority Health Program.

# Obesity Action Plan Update

## Priority Issue: Obesity

**Goal:** Reduce the incidence of chronic diseases to improve the Quality of Life and Health Outcomes.

**Objective:** Over next 3 year period, initiate lifestyle change interventions with community groups that focus on increased physical activity and healthy eating.

### Intervention

Engage the community through “brand” messaging and promotion of individually adapted behavior change through a collective impact focus on increasing physical activity and making health conscious food choices.

### Influence Level - Multi-Level

**Expected Outcome:** Through action messaging with the GoWayneGo logo, promotion of “partner sharing” physical activity messages, and reoccurring presence of the GoWayneGo volunteers, people will begin to shift their health behaviors for readiness to change regarding health efforts. Adults and children will utilize the 5-3-2-1-0 premise to engage in more physical activity each day resulting in improved health measures specifically targeting obesity. Weight loss can be tracked through the website and/or My Fitness Pal.

### Intervention

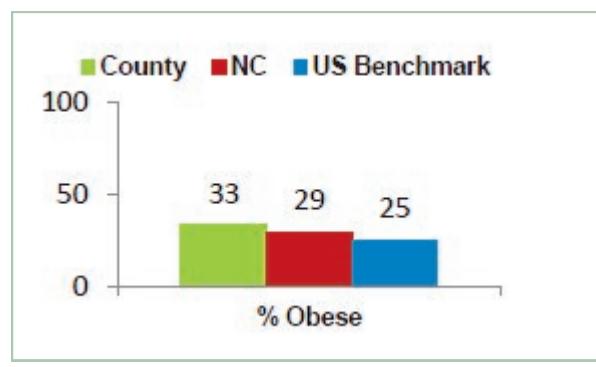
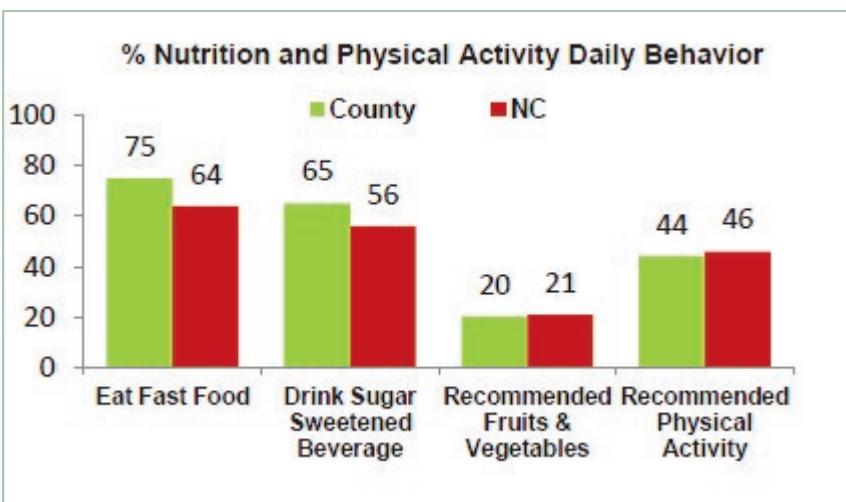
Increase the knowledge of healthy foods and their benefits through the “Walk and Learn” farmer’s market enhancement project. This park in close proximity to low income housing as well as schools with high minority populations.

In Wayne County, 72% of adults are overweight and 33% of adults are obese compared to the national benchmark of 25%. For our children 27.2% between the ages of 2-4 are overweight or obese. What contributes to this issue is poor nutrition and lack of physical activity, according to the NC State University’s Institute of Emerging Issues.

75% of Wayne County residents consume fast food each week. More consume sugar-sweetened beverages daily (65%) than the recommended fruits and vegetables of 20%, according to the NC State University’s Institute of Emerging Issues. Only 44% exercise the daily recommended amount.

The Center for Disease Control (CDC) states that excess weight increases an individual’s risk of developing type 2 diabetes, high blood pressure, heart disease, certain cancers and stroke. According to Healthy People 2020, there is a direct connection between obesity and the health impact of nutrition and physical activity.

In Wayne County, the percentages of adults who have reported getting any type of physical activity does fall below state averages, but there is an increase in the amount of adults consuming five or more servings of fruits and vegetables.



NC State University’s Institute of Emerging Issues

# Addressing Obesity Action Plan - Community Action Partners at Work...

The *Healthy Wayne Task Force*, a community collaborative partnership, continues to expand partnerships and work together toward a collective impact approach to address adult obesity. We focus on implementing a community-wide campaign of Evidence Based Strategies to increase physical activity involve all community sectors, include highly visible, broad-based, multi-component strategies. Interventions promote the messages of the County's Wellness initiative called GoWayneGo. With this Initiative over 1,000 Wayne County residents registered and made the pledge to adopt the initiative's daily goals. Over 1,700 collective pounds lost in this last year alone.

\$\$\$ - This year, the Healthy Wayne Task Force collaborative secured first multi-year grant from the Duke Endowment to continue expansion of county's wellness interventions!

*Community Partners* supporting Healthy Wayne Task Force include Wayne Co Health Department, Wayne Co Memorial Hospital, United Way of Wayne Co, Goldsboro Family YMCA City of Goldsboro, Parks & Rec, Goldsboro Pediatrics, Seymour Johnson Air Force Base, Wayne Co Public Schools, NC Cooperative Extension, Goshen Medical Center, Wayne Co Chamber of Commerce, American Cancer Society and WATCH – Wayne Action Teams for Community Health and growing.

*A Community Campaign in Action* — Goldsboro Builders (GBS) -Employee intervention is an example of one community partner who has embraced the GoWayneGo message and supports a workplace-based team. GBS promotes employee health by recognizing and awarding healthy habits. The GBS team walks 2 miles a day on-site during breaks as well as participates in extracurricular activities outside of work such as team trail walks and circuit training.



*United Day of Fitness* - The United Way and other HWTF GoWayneGo Initiative community partners Power Flow Fitness, the YMCA, Goldsboro Pediatrics and more sponsored a community day event with healthy eating seminars, free fitness classes, health screenings and more.



*City of Goldsboro* joined in with walking for wellness initiative for employees. Management approved employees taking a 15 minute walk a day for healthier, happier, more productive employees.

*Seymour Johnson Air Force Base* partners created a sample water vs. sugary drink policy to promote and encourage youth sports programs to adopt during sports seasons; Bi-monthly "Healthy Lifestyle Challenge" group education sessions on food shopping , label reading, recipe modification to exercising and stress management, SMART CART trips with the dietician through the commissary educating the beneficiary on how to shop for food based on their individual needs Nutrition 101 and Exercise 101...group classes led by the dietician and exercise physiologist. Results: approximately 317 reached.

*Walk & Roll Summer Walk* groups held weekly through the County's greenways, parks and trails. Fun for family, neighbors, coworkers and friends. Fun with jamming sounds of music downtown center street. Initiated partner Wayne Co Memorial Hospital.

*Fit & Fabulous* - Cooperative Extension of Wayne County conducted fitness and healthy cooking class series with faith-based organizations with churches that had been trained with the evidence-based program Faithful Families Eat Smart Move More and NC State University.

*5 a day & Move More!* - Wayne County Health Department's coordinated fitness and community education outreach series to include Zumba and even Tai Chi classes with Faithful Family trained churches, local businesses, NC Cooperative Extension and more. Promotion and outreach - Goldsboro Herman Park farmer's market. Educational resource kits promoting nutritional awareness and physical activity for farmer's market vendors to distribute to visitors. Get 5 a day and wellness weekly promotion series to get employees moving by promoting 5 minute walk to the Herman Street Farmer's Market, get their 5 a day supply of fruits and veggies and enjoy 5 minute a walk through the park.



*Break Week!* Parks and Recreation partner initiated the first of a week long series filled with community engagement wellness activities that wrapped up with an exciting chicken de coupe community bike ride.

*WISH* - Health Department Nutrition Program continue to conduct education and counseling in the Wayne County school-based Health Clinics (WISH Centers) with elementary and middle school students.



Our daily goals:

- 5 fruits & vegetables
- 3 balanced meals
- 2 hours of TV/electronics max
- 1 hour of physical activity
- 0 sugary drinks, except on occasion

- I will aim for these targets, in partnership with my health professional:
  - BMI less than 30
  - Blood Pressure 120/80
  - Cholesterol less than 200 mg/dl
  - Fasting blood sugar <100 mg/dl
  - No tobacco use

Log your progress & find support at [www.GOWAYNEGO.org](http://www.GOWAYNEGO.org)

# Sexually Transmitted Diseases Action Plan Update

## Priority Issue: Decrease the Incidence of Sexually Transmitted Diseases

**Objective:** By October 2015, increase knowledge and awareness of STD prevention and treatment practices as evidenced by a 10% decrease in Chlamydia and HIV/AIDS rates.

### Intervention(s):

- Engage community partners to assist with community education and outreach.
- Identify and train community leaders to conduct outreach, provide education materials and distribute condoms to high-risk or at-risk populations.
- Conduct a media campaign targeted at the general public in regards to the dangers of mass media and its effect on teen sexual activity.

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 STD incidence rate is reported 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, the 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)

per 100,000 population -

\*\* Primary, Secondary, Early Latent

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
2013	7.2	4.3	158.6	140.1	657.6	496.5	10.5	9.2



**Media Campaign/Community Outreach** - Wayne County Health Department's Health Education's Minority Health Program conducted an HIV/STD media campaign to increase awareness promote screenings. Conducted through billboard messaging, radio public service announcements and newspaper articles.



Ta-Kisha Darden, Adolescent Health Education Specialist;  
Kayleon Dortch, Junior Wayne Early Middle College High School

**The Kissing Booth** - Wayne County Health Department's Health Education's Adolescent Health Program in partnership with Wayne Memorial Hospital's W.A.T.C.H. Program created and implemented the Kissing Booth, an interactive educational trivia intervention for teens and STD prevention. This community outreach intervention was used at the annual Law Enforcement's National Night Out at Herman Park and Kids Fest, Family Safety Day at Goldsboro Berkley Mall. Results: reached approximately 2,252 participants this year.

**WISH** - Wayne County Health Department's Health Education Division continues to implement individual and group health education sessions and one-on-one health education referral consultation with elementary and middle school students in the school based health clinics (WISH Centers) on sexually transmitted diseases, substance abuse, teen pregnancy prevention, promoting health department services and more using evidence based programs (i.e. Making Proud Choices, WISE Guys etc.). Results: approximately 1,104 participants reached.

**Mass Media, STD/Teen Influence** - Health Education Intern student(s) conducting focus groups, creating toolkit resources on impact of media, on trends and STDs. Resources will be used to update the [www.wayneteens.com](http://www.wayneteens.com) website.

# Addressing Health Literacy

## Interventions

- 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

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 being able to obtain and understand that information and services needed to make informed health decisions.

Did you know that more than half of residents read below a 9th grade reading level? According to Literacy Connections, a non-profit agency in Wayne County, more than half of Wayne County adults read below a 9<sup>th</sup> grade level. It is also reported that:

- 1 in 4 adults reads below a 3<sup>rd</sup> 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 3<sup>rd</sup> and 8<sup>th</sup> grade level

Those with limited health literacy skills are more likely to skip important preventive measures such as different screening types: Pap smears, mammograms, prostate exams and important vaccines like a flu shot. Those with limited health literacy usually enter the health care system when they reach a higher risk of illness. They are more likely to have a chronic condition which may not be managed effectively.

Use of a medically trained interpreter. English language 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 websites about 60% 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



*Building Health Literacy* – Wayne County Health Department provides interpreter services to clients, culturally competent program materials for community outreach interventions, services and partners. Community-based outreach to promote health awareness by developing and coordinating informational services such as with the newly enacted Affordable Care Act.

*Reach Out and Read!* - An evidence based model is effective in changing both child outcomes, and parental attitudes and practices. During the preschool years, children served by Reach Out and Read score three to six months ahead of their non-Reach Out and Read peers on vocabulary tests.

According to The Council of Chief State School Officers (CCSSO) 2009 policy statement, by the time children from low-income families enter kindergarten, they are typically 12-14 months below national norms in language and pre-reading skills ([http://www.ccsso.org/Documents/2009/Policy Statement A Quiet Crisis 2009.pdf](http://www.ccsso.org/Documents/2009/Policy%20Statement%20A%20Quiet%20Crisis%202009.pdf)).

Wayne County Health Department provides age and language appropriate Reach Out and Read books to clients ages 6 months to 5 years who are served in the child health clinic. Results: reached approximately 50 clients. This activity will help promote early literacy and encourages the use of books to children.

[www.Reachoutandread.org/why-we-work/research-finding](http://www.Reachoutandread.org/why-we-work/research-finding)

*Reach Out and Read* activity/interventions at each clinic visit include:

Assessment of 100% of well-child health clients 6 months to 5 years of age and discuss progress and/or concerns with mother.

Encourage continued daily reading to infant/child and document any findings and instructions in the clinical record. Reach Out and Read builds on the unique relationship between parents and medical providers to develop critical early reading skills in children.

Reach Out and Read families read together more often, and their children enter kindergarten better prepared to succeed, with larger vocabularies and stronger language skills. During the preschool years, children served by Reach Out and Read score three to six months ahead of their non-Reach Out and Read peer on vocabulary tests.

# Addressing Mental Health

## Goal(s):

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

## Interventions

Connect and engage community with resource interventions and services through partnerships.

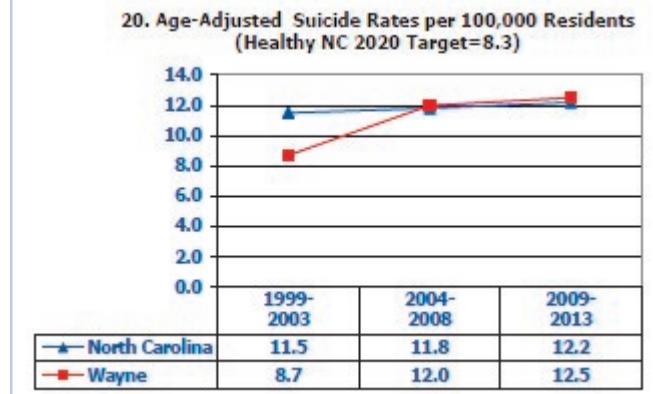
Mental health has been identified as a top issue in Wayne County; however, the ability to report mental health statistics is limited. The mental health emergency admission rate per 10,000 population has increased steadily from 2008 to 2010 and continues to remain higher than the state's rate. Moreover, 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. Also, the number of residents served in alcohol/drug treatment centers has increased by 37 from 2006 to 2010.

## Suicide

According to the NC State Center for Health Statistics the suicide rate for Wayne County has gradually been on the increase. The table above reflects an increase from 2003 of 8.7 to an increased rate of 12.5 in 2013. Over the last few years Wayne County's suicide rate is higher than the state's rate.

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



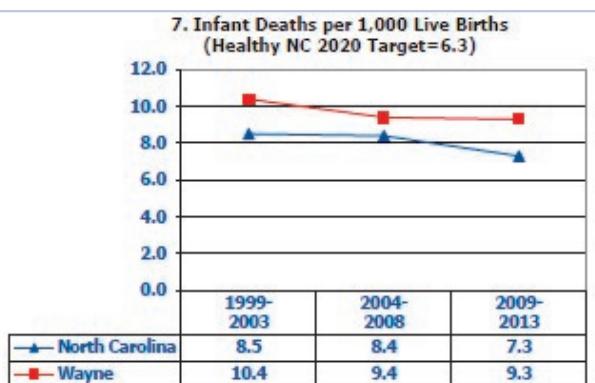
*Eastpointe Mental Health* services continues their expansion of services after approval to become a 1915(b)(c) Medicaid Managed Care Waiver Organization in 2012 and going live January 2013. Eastpointe implements a free monthly community education series on different mental health related topics for the general public reaching approximately 356 participants in the monthly series this year.

*WISH* - Counseling and mental health services continue to be provided through the six Wayne County School Based Health Clinics (*WISH* Centers) for elementary and middle school students.

*Our Veterans* - The new Veteran's Affairs clinic has been expanding their service of care for veterans in southeastern NC to provide comprehensive health service to include nutrition education/counseling, mental health counseling and support services, health education/promotion screening events and more.

*Seymour Johnson Air Force Base* - Behavioral Health Optimization Program (BHOP)....credentialed mental health provider run clinic with individual appointments addressing the mental health needs of the beneficiary population related to stress, anxiety, depression, weight management, etc.. Results: reached approximately 184 beneficiaries.

# Addressing Infant Mortality



*Infant Mortality* - While we can celebrate the decrease over the years for the collective public and private efforts that led to this improvement, we must first pause. In 2013, 832 families and their communities, experienced the death of a baby before his or her first birthday. 13,573 babies were born too early and struggled to survive.

North Carolina's Infant Mortality Rate for 2013 was 7.0 per 1,000 live births. The Infant Mortality Rate ties with 2010 as the lowest in North Carolina's history, according to the Public Health Division of the NC Department of Health and Human Services.

Hispanic and African American non-Hispanic populations showed the largest decreases of 11.9 % and 10.1%. The African American non-Hispanic infant mortality rate of 12.5 per 1,000 births is the lowest in the state's history. However, a racial disparity still remains, with the African American non-Hispanic populations having an infant mortality rate 2.3 times higher than the White non-Hispanic population.

Deaths from Sudden Infant Death Syndrome (SIDS) continued to decline, down 18% since 2012 and 54% since 2011.

The health of women before, during and after pregnancy directly influences the health of their infants.

NC State Center for Health Statistics - Trend Data  
Wayne County has shown some decrease in past years but continue to be way above the state rate for infant deaths.

Our collaborative work continues to needed.

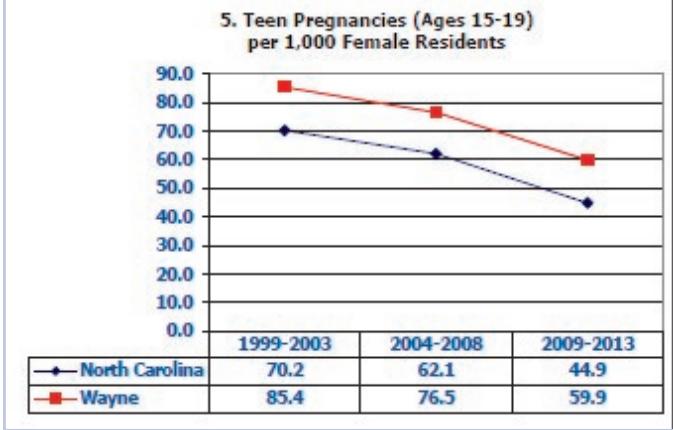
# Addressing Teen Pregnancy

According to the NC State Center for Health Statistics, teen pregnancy (TP) rates have definitely been on a downward trend from our explosive rates over the previous years. NC TP rates dropped 11% last year hitting a record low for the 6th consecutive year.

With collaborative partnerships, using evidence based approaches in community outreach interventions and resource connections the hard work is reflecting in rate reduction. In years 2009-2013 teen pregnancy rates have decreased to a rate of 59.9 for Wayne County. in comparison to 85.4 back in 1999-2003 for Wayne County.

This is a prime example of how prevention efforts of public health outreach may not demonstrate immediate results in the numbers but with consistent effort positive outcomes can begin happen. This also results in reduction of county level costs.

This does not mean cease the efforts, it means keep up the great work! It's moving in the right direction.



NC State Center for Health Statistics - Trending data

## *The Rose Banquet -*

A community outreach program that educates Wayne County adolescents about the consequences of adolescent pregnancy, spreading the message of abstaining from sex until marriage, and committing to making proud choices. Students are encouraged to make lifestyle changes for abstinence and commit to the Rose Banquet Abstinence Pledge. This intervention is sponsored by the Wayne Council on Adolescent Pregnancy Prevention (WCAPP) a collaborative partnership. In 2014, reached 140 participants. 96 youth and 43 parents, youth leaders/adult support. 83 out of 96 youth made a commitment to the abstinence pledge and signed their Rose Banquet Pledge cards.



Teens Performing "The Rose" a drama presentation on the value of abstinence until marriage. 4H members and other Wayne County teens.



Wayne Council on Adolescent Pregnancy Prevention (WCAPP) Members

## *Teen Perspective -*

Teens voice their point of view on a public health issue in our county and provide possible solutions through an essay contest. Their essay must be centered around abstinence, chronic disease, mental health, health care cost or environmental health. (For example intimate partner violence, suicide prevention, sexuality and sexual health, tattoo safety etc.).

The Wayne County Board of Health take action by supporting aspiring teens with educational scholarships for the top 3 winners.

Program sponsored by the Wayne County Board of Health in partnership with the Wayne County Health Department and the Wayne Council on Adolescent Pregnancy Prevention.

All 9th –12th grade Wayne County students (public, private or home schooled) are eligible to participate in this essay contest. For more information visit [www.wayneteens.com](http://www.wayneteens.com).



Davin Madden, Wayne County Health Director;  
Andre' Elliott Jr., a 2014 Essay Contest Winner,  
Ta-Kisha Darden, Adolescent Health Education Specialist

## *WISH/School Health -*

Wayne County Health Department's Adolescent Health Program's Teen Pregnancy Prevention Initiative 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 include: character building, decision making skills, abstinence, suicide awareness and prevention, methods of birth control, sexually transmitted diseases, pregnancy prevention, violence, substance abuse and health department services. Referrals are also provided for various student health issues to supporting community resource agencies when necessary. Results: reached approximately 910 students in 2014.

## *Community Action Partners -*

Other efforts and services are provided by, but not limited to, Partnership for Children of Wayne County, Academic Abundance, Inc., Wise Guys, Wayne Pregnancy Care Clinic, WATCH (Wayne Action Team for Community Health), Goldsboro Pediatrics, WAGES - Male Mentoring Program, Young Families Connect, Department of Social Services, 21st Century Community Learning Center: Building Better Teens, Castles, Kinetic Minds, Focus Intervention and Project YES! and more.

# Emerging Issues and New 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

**On the Road!** - Wayne County Health Department **Mobile Dental Unit** and Dental program broaden reach to help increase access to care by traveling to Wayne County Public Schools. Dental services will continue in the health department once a week. Then on the road to elementary and middle schools. This first school for the pilot was Brogden Elementary school. The next stop was Carver Elementary and Dillard Middle School. This service will be reaching children that are uninsured or underinsured. This services has been able to reach a large percent of the children that have never had dental care.



**\$\$** - *This year, the Healthy Wayne Task Force* collaborative secured first multi-year grant from the Duke Endowment to continue expansion of county's wellness interventions! The collaborative will be hiring a staff person to coordinate GoWayneGo interventions. Vision for program expansion is underway i.e. website and social media restructuring to meet the demands of the initiative at this next level and communications/media campaign expansion plan development.

**Public Health Education** - Wayne County Health Department's Health Education and Promotion Division conducted a strategic planning process to help restructure and create the division's system to improve its capacity to educate the public, make policy and environmental changes and work with the community to improve health outcomes. The division created and now functions under a Health Education Standard Operational Master Plan using public health education guiding principles and evidence based program modeling. The reorganization incorporates improved evaluation, tracking and documentation systems, more structured program-planning frameworks with the health belief model, and social cognitive theory and the model for PRECEDE-PROCEED Intervention Mapping and Mobilizing for Action through Planning and Partnerships.

**Connecting Resources** - The new VA Outreach Clinic have been up and running successfully. This VA clinic 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 veterans' health care. Referrals are made when additional services are needed. Veterans have access to primary care, mental health, nutrition education, 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.

**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. Expanding into other chronic diseases such as diabetes. They provide sickle cell disease education, prevention, case management and 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.

**Young Families Connect** - Young Families Connect (YFC) of Wayne County is one of five YFC programs in NC.

This program is coordinated through the Wayne County Health Department in an effort to promote self-sufficiency, health, wellness and parenting skills, for young parents or expectant families. All pregnant or parenting families ages 13-24 who reside in Wayne County are eligible to connect to the program. Collaborative partners include, but not limited to, Wayne Community College, University of Mount Olive, The Partnership for Children of Wayne County, WAGES B-Tween BRIDGES LLC, Wayne Uplift Trinity Child Care Center, Wayne County Department of Social Services, Cooperative Extension of NC, Goldsboro Pediatrics, Wayne Memorial Hospital, Goldsboro Housing Authority, New Spirit Ministries, Children's Home Society One 2 One with Youth, Wayne County Dept. of Social Services, Center for Environmental Farm Systems and more.



# 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.

## Wayne County Health Department

### 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

### For more information contact

Wayne County Health Department  
301 N. Herman Street, Box CC  
Goldsboro, NC 27530  
919-731-1000 or 919-731-1302  
[www.waynegov.com](http://www.waynegov.com)

## Thank You

We would like to express our thanks to all collaborating community members, leaders, agencies, action teams, steering committees, task force groups, 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 for their ongoing support. With your support we are able to continue our work for a healthier Wayne County.

— Wayne County Health Department, Health Education and Promotion Division

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- The Living Well Chronic Disease Self-Management Program is sponsored by the Atlanta Regional Commission, Area Agency on Aging
- North Carolina Healthy Start Foundation - [www.nchealthystart.org](http://www.nchealthystart.org)