2015 Highlights

HCOTA is continuing to address the health priorities identified in the 2013 CHA by engaging the community through interventions addressing those priorities. This work includes providing education through outreach to address cardiovascular disease including stroke, heart disease, and diabetes, and through obesity prevention with a continued focus on increasing physical activity and fruit and vegetable consumption among adults and adolescents. These efforts aim to increase the number of people reporting good or very good health status in primary data collection, therefore making their health a priority.

HCOTA partnered with Southgate Mall and held a Go Red for Women Fashion Show in February 2015. Fifteen volunteers, including the Chick-fil-A cow, modeled red clothing provided by mall merchants to raise heart awareness. Heart healthy facts and tips were shared throughout the program. HCOTA partners provided blood pressure checks and healthy refreshments.

Passport 2 Fitness ended its third year in June with 14 events occurring throughout the year, in addition to Bike to School Day events held at four schools in the area, and a party hosted by Chick-fil-A. A total of 39 participants and family members attended with 27 youth and two families awarded prizes.

The Perquimans Get FIT! Exercise Program (PGF!) kick-off event was held on September 19th with 37 of the 60 registered participants attending. This program provides free exercise classes to registered participants and encourages walking. The kick-off included a Healthy Living educational session to review physical activity, nutrition, wellness, and program guidelines, health screening including blood pressure, blood glucose, weight, BMI, a one-hour Zumba class, and a healthy lunch.

Fifteen PGF! exercise classes have been offered including Zumba, Pilates, yoga, beginner’s boot camp, and strength training. A total of 134 classes were attended by participants, with 420 physical activity hours logged and submitted.
While presenting at the local food bank, HCOTA discovered a need for healthier food options for people receiving assistance. Due to this need, HCOTA held a Holiday Healthy Food Drive in December. A healthy shopping list was distributed and healthier options were requested such as whole grain foods, canned fruits and vegetables packed in water, low sugar and sugar free items. Seven agency partners participated in this drive and a total of 630 pounds of food was collected, providing 528 meals. Healthy recipes were also distributed to the food bank participants.

In 2015, Active Routes to School, a partner of HCOTA, completed the following activities:

- Hosted two community bike rodeos with a total of 70 participants
- Taught bike and pedestrian safety at the Albemarle YMCA’s summer camp to 42 participants
- Assisted two schools in participating in an ongoing Walking Challenge by increasing participation and providing incentives to individuals that logged the most miles
- Taught bike safety to two schools providing helmets to each 3rd grader
- One school participated in National Bike to School Day with 60 students riding to school
- Four schools participated in International Walk to School Day in October

Potential locations for next year include senior centers, local health departments, departments of social services, and underserved communities in food desert areas.

HCOTA’s partners also provided various programs to all citizens in the service area. Programs in Currituck held by NC Cooperative Extension included Eat Smart Move More Weigh Less (ESMMWL) with five graduates losing a total of thirty pounds, Healthy Cooking 101, International Youth Cooking Class, 4-H Cooking Contest, Color Me Healthy, and Garden Detective. Over the holiday season, 22 participants completed the Holiday Challenge by losing a total of 47.8 pounds. Currituck County residents participated in a social media campaign “paintyourcurrituckred” to promote women’s heart health. This year, Currituck Run Club continued to grow in membership by acquiring 44 members and increased its presence on social media by developing a community of support on Facebook which has over 140 followers. Members and nonmembers meet monthly to run/walk, participate in local races together and offer encouragement to one another. Currituck Run Club’s Membership 5K was held January 31st, Run at Work 5K was held in September, and the Toys for Tots 5K was held in October. Lunch and Learns, centered around cooking with local produce, were held throughout the year reaching more than 75 people. The Speedway to Healthy exhibit was set up in November at the Extension Office for elementary school students to learn how food is used in their bodies with more than 309 students participating.
**Hospital Utilization in Currituck County**

- In 2014, the diagnostic category with the highest number of inpatient hospitalizations was cardiovascular and circulatory diseases.
- Diagnostic categories with the longest average days stay were infectious and parasitic diseases - Septicemia, and other diagnoses (including mental disorders).
- Hospital stays for cardiovascular and circulatory diseases resulted in by far the largest total costs at over $3 million.
- In addition to cardiovascular and circulatory diseases, the following diagnostic categories exceeded over $1 million in total charges in 2014:
  - Digestive System Diseases
  - Respiratory Diseases
  - Infectious & Parasitic Diseases
  - Malignant Neoplasms
  - Musculoskeletal Systems Diseases
  - Injuries and Poisoning

<table>
<thead>
<tr>
<th>Cause</th>
<th>County Rate 2010-14</th>
<th>State Rate 2010-14</th>
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</thead>
<tbody>
<tr>
<td>Heart Disease</td>
<td>199.4</td>
<td>165.9</td>
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<tr>
<td>Cancer - All sites</td>
<td>197.8</td>
<td>171.8</td>
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<tr>
<td>Pneumonia &amp; Influenza</td>
<td>97.2</td>
<td>17.6</td>
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<tr>
<td>Chronic Lower Respiratory Disease</td>
<td>63.6</td>
<td>46.0</td>
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<tr>
<td>Unintentional Injury</td>
<td>31.4</td>
<td>29.6</td>
</tr>
<tr>
<td>Septicemia</td>
<td>15.4</td>
<td>13.0</td>
</tr>
<tr>
<td>Suicide</td>
<td>16.4</td>
<td>12.4</td>
</tr>
</tbody>
</table>

**Currituck County at a glance**

- 2013 Est. Population: 24,976
- Land Area: 262 sq. miles
- Median Income: $57,159
- Poverty Rate: 9.8%

**Leading Causes of Death**

<table>
<thead>
<tr>
<th>Cause</th>
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<th>State Rate 2010-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Disease</td>
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<tr>
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</tr>
<tr>
<td>Suicide</td>
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<td>12.4</td>
</tr>
</tbody>
</table>

**Hospital Utilization in Perquimans County**

- In 2014, the diagnostic category with the highest number of inpatient hospitalizations was cardiovascular and circulatory diseases.
- Diagnostic category with the longest average days stay was other diagnoses (including mental disorders) with an average stay of 8.4 days.
- Hospital stays for cardiovascular and circulatory diseases resulted in by far the largest total costs at over $9 million.
- In addition to cardiovascular and circulatory diseases, the following diagnostic categories exceeded over $2 million in total charges in 2014:
  - Digestive System Diseases
  - Respiratory Diseases
  - Infectious & Parasitic Diseases
  - Musculoskeletal System Diseases
  - Injuries and Poisoning

**References:**
- NC State Center for Health Statistics
- Leading cases of death NC and County specific: 2010-2014
- Age Adjusted Death Rates per 100,000 Population
- County Demographics: US Census Bureau Quick Facts 2010-2014
- Hospital Utilization Data from each county: NC County Data Book - 2016

*Only rates higher than State rate are included in each county chart*
Pasquotank County at a glance

Land Area: 227 sq. miles
Median Income: $46,053
Poverty Rate: 18.4%

<table>
<thead>
<tr>
<th>Cause</th>
<th>County Rate 2010-14</th>
<th>State Rate 2010-14</th>
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<tbody>
<tr>
<td>Heart Disease</td>
<td>226.3</td>
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<tr>
<td>Cancer All sites</td>
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<td>Cerebrovascular Disease</td>
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<td>Alzheimer’s Disease</td>
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<td>17.6</td>
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<tr>
<td>Chronic Liver Disease &amp; Cirrhosis</td>
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<tr>
<td>Homicide</td>
<td>6.2</td>
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Leading Causes of Death *

Hospital Utilization in Pasquotank County

- In 2014, the diagnostic category with the highest number of inpatient hospitalizations was cardiovascular and circulatory diseases.
- Diagnostic category with the longest average days stay was other diagnoses (including mental disorders) with an average stay of 10.1 days.
- Hospital stays for cardiovascular and circulatory diseases resulted in by far the largest total costs at over $15 million.
- In addition to cardiovascular and circulatory diseases, the following diagnostic categories exceeded over $5 million in total charges in 2014:
  - Digestive System Diseases
  - Respiratory Diseases
  - Infectious & Parasitic Diseases
  - Other Diagnoses (Including Mental Disorders)

Hospital Utilization in Camden County

- In 2014, the diagnostic category with the highest number of inpatient hospitalizations was cardiovascular and circulatory diseases.
- Diagnostic categories with the longest average days stay were infectious and parasitic diseases - Septicemia, and other diagnoses (including mental disorders).
- Hospital stays for cardiovascular and circulatory diseases resulted in by far the largest total costs at over $2 million.
- In addition to cardiovascular and circulatory diseases, the following diagnostic categories exceeded over $1 million in total charges in 2014:
  - Digestive System Diseases
  - Respiratory Diseases
  - Infectious & Parasitic Diseases

Camden County at a glance

2014 Est. Population: 10,331
Land Area: 241 sq. miles
Median Income: $56,607
Poverty Rate: 6.0%

<table>
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<tr>
<th>Cause</th>
<th>County Rate 2010-14</th>
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<tbody>
<tr>
<td>Heart Disease</td>
<td>187.8</td>
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<tr>
<td>Chronic Lower Respiratory Disease</td>
<td>46.7</td>
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<td>Pneumonia &amp; Influenza</td>
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<tr>
<td>Nephritis, Nephrotic Syndrome</td>
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</tr>
<tr>
<td>Suicide</td>
<td>21.0</td>
<td>12.4</td>
</tr>
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</table>


**New Initiatives**

Identified as an emerging issue in the 2014 State of the County Health report, HCOTA has partnered with Project Lazarus, a public health, non-profit organization that empowers communities and individuals to prevent drug overdoses and meet the needs of those living with chronic pain. HCOTA meets monthly with the Project Lazarus stakeholders that include law enforcement, medical professionals, educators, and citizens, to review activities that continue to educate the community about the effects of prescription/opioid drug misuse and abuse. Activities include participating in the National Take Back Day on September 26th by collecting approximately 150 pounds of unused medications, securing the purchase of Naloxone for law enforcement and EMS use, securing portable incinerators for local law enforcement, assisting in the placement of additional drop boxes throughout the region, and working with local school systems to enhance awareness and education among students and parents.

Obesity, Diabetes, Heart Disease and Stroke Prevention has emerged as a needed focus in the region. The mission is to work with partners to create physical activity and healthy eating opportunities, improve quality and delivery of clinical services, and connect patients and their health care providers to community prevention and management programs with the goal of reducing obesity, diabetes, heart disease, and stroke in North Carolina residents of all ages.

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**New & Emerging Issues**

- Food deserts and access to healthy foods
- Lack of community awareness of available resources and services
- An increase in suicide rates was noted in Camden and Currituck counties
- Poor housing conditions for senior citizens in Perquimans County
- Lack of socialization and independence in youth due to increased use of technology
- Lack of communication and advocacy in the Hispanic community/lack of certified interpreters
- Technology as a driving force in our communities is on the rise
- STEM (Science, Technology, Engineering, & Math) education

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**Health Priorities Identified**

**Unhealthy eating/obesity**

**Lack of exercise**

**Making Health a Priority**

According to the 2014 BRFSS, 56.4% of individuals surveyed with less than a high school diploma said they were in good, very good, or excellent health compared to 90.9% of those who graduated college. Only 59.1% of those surveyed with a household income less than $15,000 said they were in good, very good, or excellent health compared to 92.1% of those with an income over $50,000. In addition, 68.8% of adults have a body mass index greater than 25.00.