## HNC 2020 FINAL OBJECTIVES (as of 01/05/11)
**Revisions March 2011**

*Key performance indicator

Same or similar to CATCH or MATCH measure

<table>
<thead>
<tr>
<th>Objective</th>
<th>CURRENT</th>
<th>2020 TARGET</th>
<th>BASED ON</th>
<th>DATA SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tobacco Use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Decrease the percentage of adults who are current smokers</em> ●</td>
<td>20.3% (2009)</td>
<td>13.0%</td>
<td>Best pace (WA)</td>
<td>BRFSS (CDC)</td>
</tr>
<tr>
<td>2. Decrease the percentage of high school students reporting current use of any tobacco product</td>
<td>25.8% (2009)</td>
<td>15.0%</td>
<td>NC's pace +10% improvement</td>
<td>YTS, TPCB</td>
</tr>
<tr>
<td>3. Decrease the percentage of people exposed to secondhand smoke in the workplace in the past seven days</td>
<td>14.6% (2008)</td>
<td>0%</td>
<td>Surgeon General, Guide to Community Preventive Services</td>
<td>SCHS BRFSS</td>
</tr>
<tr>
<td><strong>Physical Activity and Nutrition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Increase the percentage of high school students who are neither overweight nor obese</em></td>
<td>72.0% (2009)</td>
<td>79.2%</td>
<td>10% improvement in current percent</td>
<td>YRBSS (CDC)</td>
</tr>
<tr>
<td>2. Increase the percentage of adults getting the recommended amount of physical activity</td>
<td>46.4% (2009)</td>
<td>60.6%</td>
<td>Best state (AK)</td>
<td>BRFSS (CDC)</td>
</tr>
<tr>
<td>3. Increase the percentage of adults who consume five or more servings of fruits and vegetables per day</td>
<td>20.6% (2009)</td>
<td>29.3%</td>
<td>Best state (VT)</td>
<td>BRFSS (CDC)</td>
</tr>
<tr>
<td><strong>Injury</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Reduce the unintentional poisoning mortality rate (per 100,000 population)</em></td>
<td>11.0 (2008)</td>
<td>9.9</td>
<td>10% improvement in current rate</td>
<td>SCHS, CDC Wonder (IPCB)</td>
</tr>
<tr>
<td>2. Reduce the unintentional falls mortality rate (per 100,000 population)</td>
<td>8.1 (2008)</td>
<td>5.3</td>
<td>Best pace (DE)</td>
<td>SCHS, CDC Wonder (IPCB)</td>
</tr>
<tr>
<td>3. Reduce the homicide rate (per 100,000 population)</td>
<td>7.5 (2008)</td>
<td>6.7</td>
<td>10% improvement in current rate</td>
<td>SCHS, CDC Wonder (IPCB)</td>
</tr>
</tbody>
</table>
### Sexually Transmitted Diseases/Unintended Pregnancy

<table>
<thead>
<tr>
<th>Objective</th>
<th>2007 (% or Rate)</th>
<th>2008 (% or Rate)</th>
<th>Goal</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Decrease the percentage of pregnancies that are unintended*</td>
<td>39.8%</td>
<td>30.9%</td>
<td>Best state (MA)</td>
<td>C-PONDER (CDC)</td>
</tr>
<tr>
<td>2. Reduce the percentage of positive results among individuals aged 15 to 24 tested for chlamydiaο</td>
<td>9.7% (2009)</td>
<td>8.7%</td>
<td>10% improvement in NC's current percent</td>
<td>Infertility Prevention Program (Communicable Disease Branch)</td>
</tr>
<tr>
<td>3. Reduce the rate of new HIV infection diagnoses (per 100,000 population)</td>
<td>24.7 (2008)</td>
<td>22.2</td>
<td>10% improvement in NC's current rate</td>
<td>CDC</td>
</tr>
</tbody>
</table>

### Maternal and Infant Health

<table>
<thead>
<tr>
<th>Objective</th>
<th>2008 (% or Rate)</th>
<th>2009 (% or Rate)</th>
<th>Goal</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reduce the infant mortality racial disparity between whites and African Americans*</td>
<td>2.45 (2008)</td>
<td>1.92</td>
<td>NC's pace + 10% improvement</td>
<td>SCHS, CDC</td>
</tr>
<tr>
<td>2. Reduce the infant mortality rate (per 1,000 live births)</td>
<td>8.2 (2008)</td>
<td>6.3</td>
<td>NC's pace + 10% improvement</td>
<td>SCHS, CDC</td>
</tr>
<tr>
<td>3. Reduce the percentage of women who smoke during pregnancy</td>
<td>10.4% (2008)</td>
<td>6.8%</td>
<td>Maintaining NC's current trend</td>
<td>SCHS, CDC</td>
</tr>
</tbody>
</table>

### Substance Abuse

<table>
<thead>
<tr>
<th>Objective</th>
<th>2008 (% or Rate)</th>
<th>2009 (% or Rate)</th>
<th>Goal</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reduce the percentage of high school students who had alcohol on one or more of the past 30 days*</td>
<td>35.0% (2009)</td>
<td>26.4%</td>
<td>Best pace (SC)</td>
<td>YRBSS (CDC)</td>
</tr>
<tr>
<td>2. Reduce the percentage of traffic crashes that are alcohol-related</td>
<td>5.7% (2008)</td>
<td>4.7%</td>
<td>NC 2003 percent (also 2008 10th percentile of NC counties)</td>
<td>NC Alcohol Facts, UNC HSRC</td>
</tr>
<tr>
<td>3. Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days</td>
<td>7.8% (2007-08)</td>
<td>6.6%</td>
<td>NC’s pace +10% improvement</td>
<td>NSDUH</td>
</tr>
</tbody>
</table>
## Mental Health

1. **Reduce the suicide rate (per 100,000 population)***  
   - 2008: 12.4  
   - 2008: 8.3  
   - Best pace (HI)  
   - SCHS, CDC-WONDER

2. Decrease the average number of poor mental health days among adults in the past 30 days  
   - 2008: 3.4  
   - 2008: 2.8  
   - Best pace (UT)  
   - BRFSS (CDC)

3. Reduce the rate of mental health-related visits to emergency departments (per 10,000 population)  
   - 2008: 92.0  
   - 2008: 82.8  
   - 10% reduction in NC's current rate  
   - NC DETECT

## Infectious Disease/Foodborne Illness

1. **Increase the percentage of children aged 19-35 months who receive the recommended vaccines***  
   - 2007: 77.3%  
   - 2007: 91.3%  
   - Best state (MD)  
   - NIS (CDC)

2. Reduce the pneumonia and influenza mortality rate (per 100,000 population)  
   - 2008: 19.5  
   - 2008: 13.5  
   - Maintaining NC’s current trend  
   - SCHS, CDC Wonder

3. Decrease the average number of critical violations per restaurant/food stand  
   - 2009: 6.1  
   - 2009: 5.5  
   - 10% improvement in NC’s current number  
   - Food Protection Branch, DENR

## Oral Health

1. **Increase the percentage of children aged 1-5 years enrolled in Medicaid who received any dental service during the previous 12 months***  
   - 2008: 46.9%  
   - 2008: 56.4%  
   - 90th percentile of NC counties in 2009  
   - CMS Form 416 Report

2. Decrease the average number of decayed, missing, or filled teeth among kindergartners  
   - 2008-09: 1.5  
   - 2008-09: 1.1  
   - 10th percentile of NC counties in 2008-09  
   - Oral Health Section

3. Decrease the percentage of adults who have had permanent teeth removed due to tooth decay or gum disease  
   - 2008: 47.8%  
   - 2008: 38.4%  
   - Maintaining NC’s current trend  
   - BRFSS (SCHS, CDC)
Social Determinants of Health

1. Decrease the percentage of individuals living in poverty*  
   - Current: 16.9% (2009)  
   - Previous best: 12.5% (2000 percent)  
   - Goal: NC’s previous best (2000 percent)  
   - Source: CPS, US Census Bureau

2. Increase the four-year high school graduation rate\(^{(1)}\)  
   - Current: 71.8% (2008-9)  
   - Goal: 94.6% (NC DPI, National Center for Education Statistics)

3. Decrease the percentage of people spending more than 30% of their income on rental housing  
   - Current: 41.8% (2008)  
   - Goal: 36.1% (Best pace (NM))  
   - Source: American Community Survey, US Census Bureau

Environmental Health

1. Increase the percentage of air monitor sites meeting the current ozone standard of 0.075 ppm*  
   - Current: 62.5% (2007-2009)  
   - Goal: 100.0% (EPA Standard)  
   - Source: Division of Air Quality, DENR

2. Increase the percentage of the population being served by community water systems (CWS) with no maximum contaminant level violations (among persons on CWS)  
   - Current: 92.2% (2009)  
   - Goal: 95.0% (Expert input)  
   - Source: Public Water Supply Section, DENR

3. Reduce the mortality rate from work-related injuries (per 100,000 population)  
   - Current: 3.9 (2008)  
   - Goal: 3.5 (10% improvement in NC’s current rate)  
   - Source: CFOI, Bureau of Labor Statistics

Chronic Disease

1. Reduce the cardiovascular disease mortality rate (per 100,000 population)*  
   - Current: 256.6 (2008)  
   - Goal: Maintaining NC’s current trend (SCHS, CDC WONDER)

2. Decrease the percentage of adults with diabetes  
   - Current: 9.6% (2009)  
   - Goal: 8.6% (10% improvement in NC’s current percent)  
   - Source: BRFSS (CDC)

3. Reduce the colorectal cancer mortality rate (per 100,000 population)  
   - Current: 15.7 (2008)  
   - Goal: 10.1 (NC’s pace +10% improvement)  
   - Source: SCHS (Central Cancer Registry), CDC Wonder

NCIOM  
Modified 3/10/11
<table>
<thead>
<tr>
<th>Cross-cutting</th>
<th>2008 (years)</th>
<th>2018 (years)</th>
<th>Maintaining NC’s current trend</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase average life expectancy (years)*</td>
<td>77.5</td>
<td>79.5</td>
<td>SCHS, US Census</td>
<td></td>
</tr>
<tr>
<td>2. Increase the percentage of adults reporting good, very good, or excellent health</td>
<td>81.9%</td>
<td>90.1%</td>
<td>10% improvement in NC’s current percent</td>
<td>BRFSS (CDC)</td>
</tr>
<tr>
<td>3. Reduce the percentage of non-elderly uninsured individuals (aged less than 65 years)</td>
<td>20.4%</td>
<td>8.0%</td>
<td>Congressional Budget Office estimate of uninsured by 2019</td>
<td>Current Population Survey, US Census Bureau</td>
</tr>
<tr>
<td>4. Increase the percentage of adults who are neither overweight nor obese</td>
<td>34.6%</td>
<td>38.1%</td>
<td>10% improvement in NC’s current percent</td>
<td>BRFSS (CDC)</td>
</tr>
</tbody>
</table>

(1) The 2020 high school graduation target was set to correspond with targets set forth in North Carolina Session Law 2010-111 (Senate Bill 1246). The law directs the State Board of Education to establish a model to improve the four-year high school graduation rate to 90% by 2018. The 2020 target is an extrapolation of the 2018 target.

Key to abbreviations
BRFSS: Behavioral Risk Factor Surveillance System
CDC: Centers for Disease Control and Prevention
YTS: Youth Tobacco Survey
TPCB: Tobacco Prevention and Control Branch
SCHS: State Center for Health Statistics
YRBSS: Youth Risk Behavior Surveillance System
IVPB: Injury and Violence Prevention and Control Branch
GCPS: The Guide to Community Preventive Services
HSRC: Highway Safety Research Center
NSDUH: National Survey on Drug Use and Health
PRAMS: Pregnancy Risk Assessment Monitoring System
NC DETECT: NC Disease Event Tracking and Epidemiologic Collection Tool
NIS: National Immunization Survey
DENR: Department of Environment and Natural Resources

For more information, contact Jennifer Hastings, project director, at jennifer_hastings@nciom.org / 919.401.6599 ext 22.