



Iredell County 2012 State of the County Health Report

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Iredell County Healthy Carolinians Task Force Reported Top Health Concerns based on Primary and Secondary Data

- Nutrition
- Physical Activity
- Tobacco Use

Unless cited otherwise, all data is from the State Center for Health Statistics

The Iredell County Healthy Carolinians Task Force (ICHCTF) is pleased to present the 2012 State of the County Health Report (SOTCH), with a focus on the county's top health issues. Iredell County completed their most recent Community Health Assessment (CHA) in 2011. Nutrition and physical activity were determined to be the first and second top health priorities. This is mainly because seven of the top ten health concerns are related to inadequate nutrition and physical activity practices (heart disease, cancer, diabetes, nutrition, lack of physical activity, healthy aging, and stroke). Tobacco use was the third top health concern. The SOTCH report will give an update on how we are working to address these health issues, and will also serve to educate Iredell County residents about the health issues in their community. There have been no new emerging issues affecting the community's health since the CHA was completed in December 2011.

Iredell County Healthy Carolinians Task Force

The ICHCTF is a group of Iredell County residents, working together to emphasize preventive health practices to improve the quality of life and health status of all individuals. Iredell County Healthy Carolinians was established in 2004, and is made up of community members, leaders, and organizations who are committed to improving the health of Iredell County residents. Following the completion of the 2011 Community Health Assessment, subcommittees were created to address the top health priorities.

There are three ICHCTF subcommittees that are currently implementing interventions based on detailed action plans. These action plans address the following issues:

- Healthy Eating
- Active Living
- Tobacco-Free Living

This SOTCH report will be available to community partners and the general population on the Iredell County website, at the Iredell County Health Department front desk, and will be presented to the community. The Iredell County Board of Health will be presented with this information and the Iredell County Commissioners will receive this report through a direct mailing. This report will highlight the projects that each subcommittee is currently working on, their accomplishments, and future projects.

Healthy Eating

During the 2011 CHA it was noted that individuals in Iredell County reported low fruit and vegetable consumption. Currently, the Healthy Eating Subcommittee is working toward the goal of increasing fruit and vegetable consumption by 5% by June 2015. This committee has worked to enhance and improve access to farmers' markets by creating point-of-service signage for all of the markets. Additionally, the subcommittee also received kitchen equipment from the Community Transformation Grant, which is new funding that is accessible to the health department for use in the community. These items will be used at markets to demonstrate how to prepare fruits and vegetables in a healthy way.

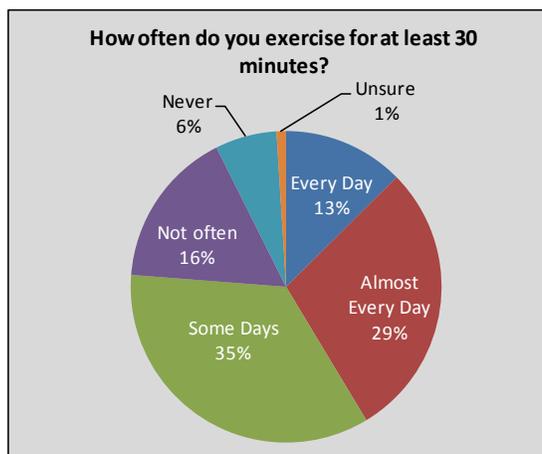
Farmers' markets will continue to be promoted through various venues. A flyer of the farmers' markets in the county was created so that individuals can identify convenient locations to purchase fresh produce. This list is currently on the Iredell County Health Department's website for visitors to access. Next year, we will continue to collaborate with employers in the county to promote this list and fruit and vegetable consumption. Additionally, the picture to the right is of a billboard that promotes eating local fruits and vegetables. This billboard was located in the Statesville area during the months of October and



November. There will be another similar billboard in the spring of 2013 for the same purpose. These billboards are funded through the Community Transformation Grant.

Active Living

The 2011 Community Health Assessment indicated that a majority of individuals are not getting the proper amount of physically activity. The focus of the Active Living Subcommittee has been on creating a map of all the parks in Iredell County. This map will be tailored to adults and will build on the "Places to Play" brochure previously developed in collaboration with the Partnership for Young Children. An online version of the map is also being created to lead to increased community knowledge about where to seek physical activity opportunities.

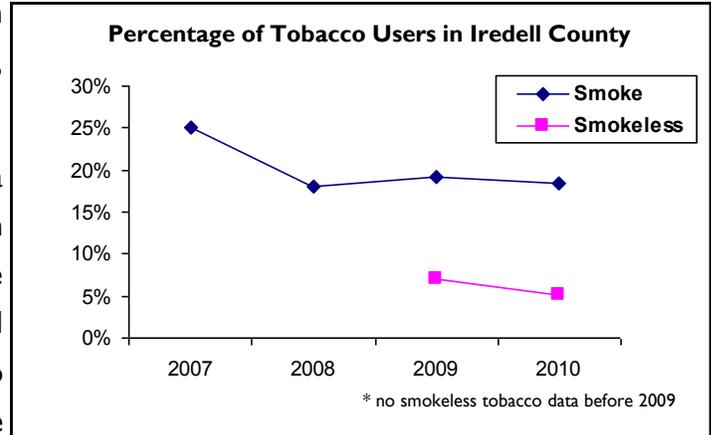


Next year, the subcommittee will finish the development of the map, along with collaborating with the largest employers in the county to encourage physical activity and the use of the map. All efforts by this subcommittee are working towards the goal of increasing physical activity by 3% by June 2015. According to the 2011 CHA, 57% of individuals did not engage in the proper amount of physical activity. Only 13% of individuals get some type of physical activity every day.

Tobacco-Free Living

Tobacco use is the leading cause of preventable death in North Carolina. The actions and focuses of this subcommittee are being implemented through various efforts to decrease tobacco use by 3% by June 2015. The past few years show a trend in tobacco use with relatively stable smoking and smokeless tobacco rates, as shown to the right in the graph.

Mitchell Community College recently passed a tobacco-free campus policy, becoming the 34th community college in the state to do so. Although the effective date is May 13, 2013, implementation and communication planning are currently taking place to achieve a successful transition to a tobacco-free

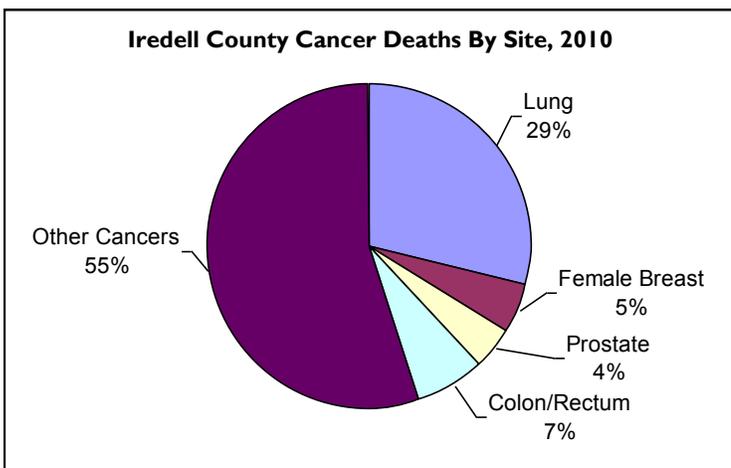


campus. A tobacco-free campus will help promote a tobacco-free social norm, especially since young adults have the highest smoking rates. It will also help keep students, employees, and visitors away from the dangers of secondhand smoke.

Currently only one municipality in the county prohibits some type of tobacco use in parks and recreation facilities. In 2013, we will also be working with local municipalities to encourage implementing tobacco-free parks and recreational facilities. Maintaining smoke-free air is especially important for places that are geared towards children, such as parks.

Cancer

Even though there is not a specific action plan for cancer, the Cancer Committee has continued to meet and be active in the community because cancer is a major health concern in Iredell County. Prostate Cancer Awareness Month was September, so prostate cancer screenings were offered at a local hospital. Of the 24 total men screened through a PSA exam, 11 had elevated PSA levels and zero had abnormal prostate test

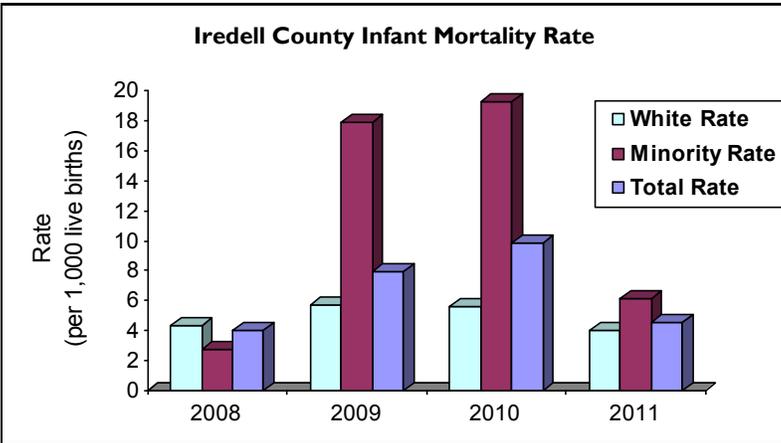


results.

The graph to the left displays the cancers that result in the most deaths in Iredell County. The Cancer Committee will continue to directly and indirectly address these cancers that cause the most deaths in the county. The promotion of healthy eating, active living, and tobacco-free living will have a positive health impact in years to come since many cancers are associated with these behavior choices.

Births and Infant Mortality Rates

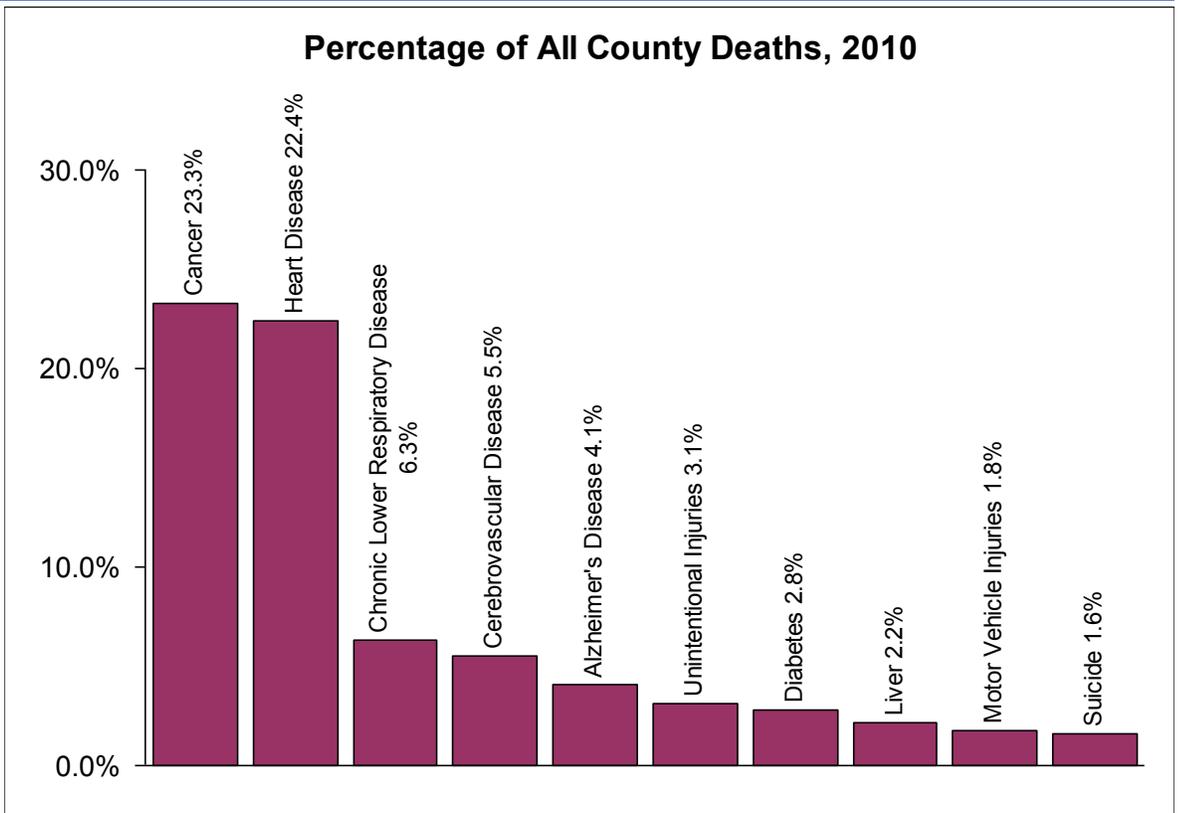
In 2011, there were a total of 1,747 births in Iredell County. The county's 2011 infant death count was 8 and in 2010 was 18. The 2011 North Carolina infant mortality rate was 7.2, which is higher than Iredell County's



infant mortality rate of 4.6. Fortunately, this is a decrease from 2010's rate of 9.8 for the county. The infant mortality rate for minorities for 2009 and 2010 seem to be higher than average, which also increased the total infant mortality rate. There is a need to evaluate the most recent data to see if 2009 and 2010 were outliers, or if the minority infant death rate has continued to increase.

Morbidity and Mortality

In 2010, the leading causes of death in Iredell County was cancer, heart disease, chronic lower respiratory disease, and stroke. These conditions made up almost 58% of all county deaths. They were also the leading causes of death in 2009 and 2008.



Help us work toward a healthier Iredell County.

Please join Iredell County Healthy Carolinians Task Force! 704-924-4089

<http://www.co.iredell.nc.us/Departments/Health/carolina.aspx>

December 3, 2012