

ALAMANCE COUNTY

STATE OF THE COUNTY HEALTH REPORT



DECEMBER 2012



ALAMANCE COUNTY DEMOGRAPHICS-AT A GLANCE

Below you will find the demographics for Alamance County and the state of North Carolina according to the US Census¹, NC Behavioral Risk Factor Surveillance Survey², The Annie E. Casey Foundation-Kids Count Data Center³, Alamance County Department of Social Services⁴ and the Employment Security Commission of North Carolina⁵. Alamance County consists of nine municipalities. Burlington is the most populated city in the County and Graham is the County's second most populated.

| Demographics | Alamance County | North Carolina |
|---|-----------------|----------------|
| Population (2011 est.) ¹ | 153,291 | 9,656,401 |
| White ¹ | 76.2% | 72.1% |
| African American ¹ | 19.2% | 22% |
| Hispanic/Latino ¹ | 11.4% | 8.6% |
| Asian ¹ | 1.3% | 2.3% |
| American Indian and Alaska Native ¹ | 1.4% | 1.5% |
| Native Hawaiian and Other Pacific Islander alone ¹ | 0.1% | 0.1% |
| Median Household Income (2006-2010) ¹ | \$44,167 | \$45,570 |
| Per Capita Income (2006-2010) ¹ | \$22,819 | \$24,745 |
| Population Below Poverty Level (2006-2010) ¹ | 16.3% | 15.5% |
| Persons without Health Insurance (2010) ² | 25.7% | 22.7% |
| Children Living in Poverty (under 18yrs old) (2010) ³ | 29% | 24.6% |
| Households that Received Food Stamps (September 2011) ⁴ | 11,270 | 839,676 |
| Unemployed (2011) ⁵ | 10.7% | 10.5% |
| Students Eligible for Free & Reduced School Lunch (2010) ³ | 53.2% | 53.9% |

IN THIS REPORT:

- *Statistical Update 1-2
- *Ongoing Public Health Work 3-6
- *Priority Area Progress 7-12
- *Emerging Issues 13

This SOTCH Report will be disseminated directly to the Alamance County Board of Health, Alamance County Board of Commissioners, Healthy Alamance Board of Directors, Alamance County United Way, Alamance County Community Council Members, Alamance County Libraries, Alamance-Burlington Schools, and Alamance Regional Medical Center. The information compiled in this report will be posted on the Alamance County website, www.alamance-nc.com, and the Healthy Alamance website, www.healthyalamance.com. A press release will be issued to all local media summarizing the contents of this report. To obtain more information about this SOTCH please contact Alamance County Health Department (336) 227-0101. To become more involved with the local initiatives please contact Healthy Alamance (336) 513-5590. Your time in reading this report is appreciated.

MORBIDITY-COMMUNICABLE DISEASE

According to the North Carolina State Center for Health Statistics (NC SCHS) and the North Carolina HIV/STD Surveillance Report, many Alamance County communicable disease rates have changed since the 2011 Community Health Assessment report was released.

Additional Facts:

- Syphilis incidence rates remain higher for Alamance County African Americans at 6.5 per 100,000 for years 2006-2010, compared the total rate of 2.4 for Alamance County. However, the African American syphilis rate in Alamance County is lower than the state rate of 13.8 per 100,000 population for the same years (NCSCHS).
- The Minority syphilis rate, though it remains higher than the total Alamance County rate, has continued to decrease from 8.2 per 100,000 population in 2003-2007 to 7.3 per 100,000 in 2005-2009. Additionally, it is lower than the state minority rate of 10.7 per 100,000 population (NCSCHS).
- Gonorrhea rates remain higher for African Americans at 577.8 for years 2006-2010 compared to the total rate of 168.8 for Alamance County (NCSCHS).
- The African American gonorrhea rate in Alamance County although lower than the state African American rate of 581.6 for years 2006-2010 has increased from 509.8 per 100,000 population in 2005-2009 (NCSCHS).
- Alamance County's 3 year (2009-2011) AIDS cases average rate is 8.6 per 100,000 population compared to the state rate of 9.0 per 100,000 (NC 2011 HIV/STD Surveillance Report)
- According to the Tuberculosis Program of NC, from 2006-2010 Alamance County had 20 TB cases.
- According to the NC 2011 HIV/STD Surveillance Report, chlamydia case rates in Alamance County have increased since 2007 with a rate of 282.4 per 100,000 population and a current 2011 rate of 459.9 per 100,000. The State rate remained higher than Alamance County's rate over this same time period. In 2011 the state rate for chlamydia was 459.9 per 100,000. *
- According to the NC 2011 HIV/STD Surveillance Report, Gonorrhea case rates in Alamance County have increased since 2007 with a rate of 178.1 per 100,000 population to a current 2011 rate of 215.0 per 100,000. The rate of Gonorrhea cases in Alamance County was higher than the state rate for the past two years. The 2011 state rate is 215.0 per 100,000. *

| Communicable Disease Rates per 100,000 population (2006-2010) | North Carolina | Alamance County |
|---|----------------|-----------------|
| Gonorrhea | 168.9 | 168.8 |
| Primary & Secondary Syphilis | 4.1 | 2.4 |

NC STATE CENTER FOR HEALTH STATISTICS

MORTALITY

| Rank | Cause | Number | % |
|------|--|--------|-------|
| 1 | Cancer | 314 | 22.4 |
| 2 | Diseases of heart | 310 | 21.1 |
| 3 | Chronic lower respiratory diseases | 78 | 5.6 |
| 4 | Cerebrovascular diseases (stroke) | 77 | 5.5 |
| 5 | All other unintentional injuries | 43 | 3.1 |
| | Nephritis, nephrotic syndrome, & nephrosis | 43 | 3.1 |
| 7 | Alzheimer's disease | 41 | 2.9 |
| 8 | Diabetes mellitus | 35 | 2.5 |
| 9 | Septicemia | 34 | 2.4 |
| 10 | Influenza and pneumonia | 24 | 1.7 |
| | All other causes (Residual) | 405 | 28.7 |
| | Total Deaths—All Causes | 1404 | 100.0 |

The most recent data available from the North Carolina State Center for Health Statistics for calendar year 2010 reveals that the leading causes of death in Alamance County are similar to those in counties across the state.

In Alamance County, Cancer reclaimed the top position as the leading cause of death (22.4% of deaths in 2010), followed by Diseases of the heart (21.1%), and Chronic Lower Respiratory Diseases (5.6%). These top three causes of death accounted for half of the deaths in the county from January 1 through December 31, 2010.

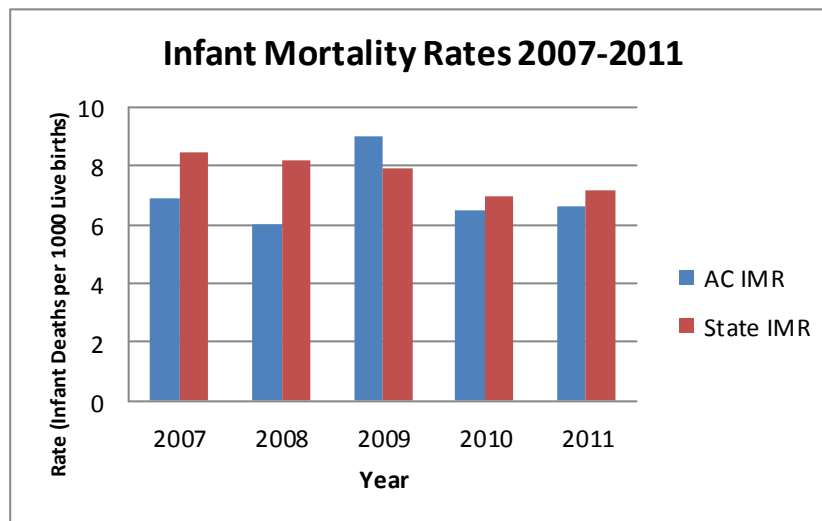
NC STATE CENTER FOR HEALTH STATISTICS

*The North Carolina STD Surveillance data system underwent extensive changes in 2008 as North Carolina implemented North Carolina Electronic Disease Surveillance System (NC EDSS). During this transition, chlamydia and Gonorrhea morbidity counts for some counties may have been affected. Report totals since then should be considered with this in mind.

MATERNAL & INFANT OUTCOMES

Infant Mortality is defined as a death that occurs before an infant's first birthday. Alamance County's infant mortality rate for 2011 was 6.6 infant deaths per 1,000 live births. The county rate is lower than the state rate 7.2 infant deaths per 1,000 live births. In 2011, Alamance County reported a total of 11 infant deaths. The state of North Carolina reported a total of 866 infant deaths. The white infant mortality rate for Alamance County increased from 6.8 deaths per 1,000 live births in 2010 to 8.6 deaths per 1,000 live births in 2011. The African-American infant mortality rate for Alamance County decreased from 8.2 deaths per 1,000 live births in 2010 to 5.8 deaths per 1,000 live births in 2011. The Hispanic infant mortality rate decreased from 4.8 deaths per 1,000 live births in 2010 to 2.8 deaths per 1,000 live births in 2011. Note: Rates based on less than 10 deaths are unreliable and should be interpreted with caution.

Over the five year period from 2007-2011, the infant mortality rate was 7.0 infant deaths per 1,000 live births compared to 9.1 infant deaths per 1,000 live births during the five year period from 2002-2006 accounting for a 23% decrease in infant deaths in Alamance County over time.



NC STATE CENTER FOR HEALTH STATISTICS

In 2011, Alamance County Health Department was awarded Title X: Latino Family Planning funding to improve family planning outcomes among Latinas in Alamance County. Latinas have higher rates of teen pregnancy and shorter intervals between pregnancies when compared to other populations. The Health Department utilizes this funding to partner with Alamance Partnership for Children to increase community outreach and provide interconception and family planning education to Latino families through the existing Parents as Teachers (PAT) program. PAT is an evidence-based home visiting program that serves families from the prenatal period through five years of age. Through this collaboration, the existing PAT curriculum was enhanced to include an interconception health enrichment piece that focuses on family planning, compliance to the postpartum visit and mental health awareness. In addition to increasing our outreach efforts, this project also supports the purchase of long acting reversible contraception (LARC), making the methods more accessible to Latinas who so desire it. Since the implementation of this project, 26 Latino families have been served through the PAT program and 27 Latinas have received LARCs through this initiative.

MATERNAL & INFANT OUTCOMES (CONT.)

CenteringPregnancy®: In August 2009, Alamance County Health Department (ACHD) began offering CenteringPregnancy® prenatal care to maternity clients. Centering alters routine prenatal care by bringing women out of exam rooms and into groups for their care. Women have their initial OB visit in a traditional setting at which time they are invited to join 10-12 other women with similar due dates in meeting together regularly for prenatal care and health education. The groups form between 12 and 16 weeks of pregnancy and continue through the early postpartum period meeting every month for the first four months and then bi-weekly. Women learn not only from the facilitator but more importantly from one another and their own experiences.

Sixty-six women have been included in evaluation measures. Of these 66 women, 17% are Caucasian, 27% are African American, 54% are Hispanic, and 2% are other. The average age of the Centering patient is 24.7 years old. Being a part of this program has been shown to have very positive health outcomes:

- At delivery, the average gestational age for participants was 39.4 weeks and the average birth weight was 3757 grams (8.2 pounds).
- More than 72% of the women initiated breastfeeding, and 56% continued breastfeeding at six weeks.
- Over 74% of participants received a post-partum visit within eight weeks of delivery.
- The CenteringPregnancy® patients rate this form of care as 9.4 out of 10.

In 2010, the Alamance County Health Department became an accredited site for Centering Pregnancy by the Centering Healthcare Institute.

This program has received funding from March of Dimes since 2009, and is currently researching grants to expand pieces of Dialectical Behavior Therapy (DBT) to all prenatal groups.

The Alamance County WIC Breastfeeding Peer Counselor Program has had an increase of more than three times the number of cases since it began in August 2010.

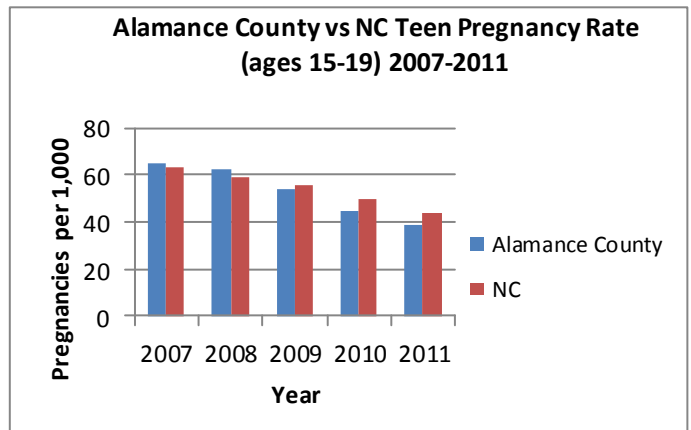
This program has seen a tremendous growth over the past two years.

The breastfeeding peer counselors receive quarterly training by local lactation consultants to offer culturally-sensitive support and establish relationships with pre-natal and post-partum moms.

Since 2005, Alamance County's Healthy Mothers Healthy Babies Coalition goal has been to reduce the number of infant deaths. One of the coalition's priorities for the upcoming year is safe sleep for kids. Cribs for Kids® is a national safe-sleep education program for low-income parents to help reduce the risk of injury and death of infants due to unsafe sleep environments. The program provides a Graco Pack N Play® Crib and educational materials regarding 'safe sleeping' and tips to protect babies. The coalition has received local interest and support from local organizations to start Cribs for Kids Program with secured grant funding in 2013.

TEEN PREGNANCY

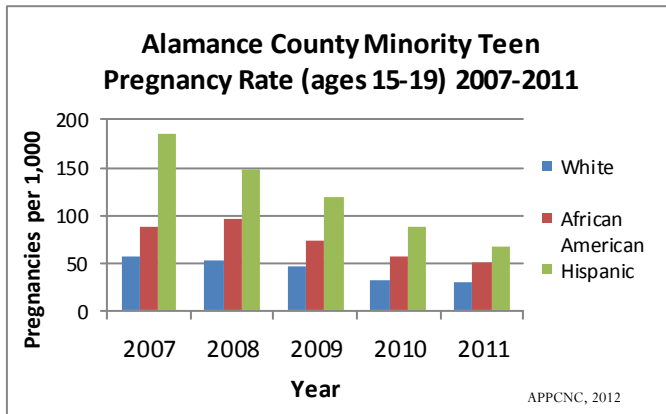
Alamance County's teen pregnancy rate continues to see a decreasing trend. Recent data released showed that there were 38.6 pregnancies per 1,000 girls aged 15-19 in 2011 compared to 44.5 in 2010. Among girls ages 10-14, there was one pregnancy reported in both 2010 and 2011. In 2011, there were 218 pregnancies among girls ages 15-19 compared to 253 reported pregnancies in 2010. Alamance County is currently ranked 71st in the state, compared to 69th highest teen pregnancy rate in 2010. Over a five year period from 2007-2011, Alamance County has seen a 41% decrease in teen pregnancies.



NC STATE CENTER FOR HEALTH STATISTICS

Alamance County Health Department is steadily working on efforts to reduce teen pregnancy through the continuation of the Teen Outreach Program (TOP). Since 2003, TOP has served 2,309 middle school students. This program teaches strategies for pregnancy prevention and incorporates community service learning opportunities for participants.

If you are interested in learning more about TOP, please contact Amanda Marvin via email at: amanda.marvin@alamance-nc.com



Recognizing the disparity among Hispanic teen pregnancy rates in Alamance County, a PhD candidate from UNC Chapel Hill, collaborated with the health department to better understand the factors contributing to these high rates. The project leader collected and analyzed data through medical charts review and key informant interviews. According to the research report, the results of the chart review revealed that the average age of teen Latina maternity clients at the time of their positive pregnancy test was 16.4 years and over 90% were

accessing health department services for the first time. Over sixty percent of pregnancies were unplanned and contraceptive use was low. The key informant interviews suggested several cultural aspects that contributed to the high teen pregnancy among Latino youth. Most commonly referred to was the strong value of family in Latino culture, having parents who themselves were teen parents, and the lack of parental communication with teens about sex and contraception. The migration context in Alamance County created additional obstacles to reducing teenage pregnancy. These barriers included a lack of hope for future opportunities among youth, poverty, fear of being undocumented, a lack of organization and leadership in the Latino community, and a lack of bilingual and bicultural staff serving adolescents. Additionally, access to contraception for Latino youth is limited primarily due to a lack of transportation and lack of knowledge about health department services, in addition to other factors. (Tucker, C., October 1, 2012. Alamance County Health Department's Latino Teenage Pregnancy Preconception Summer Project)

AIR QUALITY

The Healthy Alamance Child Asthma Coalition has enhanced local asthma efforts by collaborating with several key partners to help the citizens of Alamance County breathe easier. Since 2007, the coalition has focused on:

- **Air Quality flags:** placed throughout Alamance County at all elementary, middle, and high schools to create awareness about air quality. Flags are flown below the American and State flag on the same pole. The flags come in four colors and the color flown each day is based on the Air Quality Index from the North Carolina Division of Air Quality. The flags indicate how clean or polluted the air is and serve as a reminder of what precautionary measures should be taken to avoid associated health effects that may be a concern for residents, especially children.

KNOW THE CODES!



- **Anti-Idling signs:** are located at all public school in Alamance County. These signs are placed in prominent pick-up and drop-off locations. Unnecessary vehicle idling is a leading cause of pollution and a major factor in the exponential rise of childhood asthma.
- **AQI Toolkit for Teachers:** are located in all schools media centers. This toolkit helps students know when air quality in their area is unhealthy and how they, their families, and communities can protect their health.

- **Asthma Education for Childcare Providers:** A Cardiopulmonary Educator from Alamance Regional Pediatric Center has offered this class to over 100 child care providers. The providers become engaged in the curriculum and participate at high levels during the course.

- **Air Quality Magnets:** are displayed on all Environmental Health's 17 vehicles and trucks. Just like the Air Quality flags, these magnets create awareness to motorist about how clean or polluted our air is for a particular day. Environmental Health Specialist are in charge of changing their own vehicles magnet out each day according to the Air Quality forecast.



- **World Asthma Day Flag Display:** The Healthy Alamance Child Asthma Coalition observes World Asthma Day every year by displaying small flags in front of all elementary and middle schools in Alamance County. Each flag displayed outside of the school represents the number of children at that school living with asthma.

- **Billboard Campaign:** During flu season, the message is to encourage those living with asthma to be protected by getting their flu shot. A second campaign was seen during the month of May, which is Asthma Awareness month, educating those living with asthma on the importance of having an asthma action plan and knowing the code.



- **NC Healthy Homes Initiative:** A Registered Environmental Health Specialist will address the structure, the people living in the home and their behaviors, and the potential health hazards that could be making the home unhealthy. NC Healthy Homes provides educational programs, tools, and resources to help the public create and maintain healthy homes. While the program addresses many area, we will focus mainly on asthma triggers along with any safety concerns noted during an assessment.

Substance Abuse

Alamance Citizens for a Drug Free Community received a five year Drug Free Communities Grant through the federal branch, Substance Abuse, Mental Health Services Administration. This enabled the organization to continue its work on the prevention of underage drinking through the Community Coalition to Prevent Underage Drinking and to address community issues related to prescription and over the counter drug abuse.

The coalition administered the PRIDE Survey in 2010 to a sample of 1803 (out of 6840 or 26%) of 6th, 7th, 9th and 12th graders in the Alamance-Burlington School system. These survey results served as baseline data for comparative purposes for the second PRIDE Survey administered in May and June of 2011. Preliminary data from the most recent survey received shows that 30 day use of alcohol as well as tobacco and marijuana by all grades is up, while other factors seem relatively similar. However, in addition to Illicit Drug use, very significant is the 30 day alcohol use by 7th graders rising from 3.7% to 10.1% while the 30 day use of 9th graders has decreased by 4%. The PRIDE Survey will be administered again during the 2012/2013 school year with the assistance of volunteers.

PRIDE DATA: Core Measures

| Measure | Tobacco | | Alcohol | | Marijuana | |
|------------------------------|---------|------|---------|------|-----------|------|
| | 2010 | 2011 | 2010 | 2011 | 2010 | 2011 |
| 30 Day Use | 10.6 | 12.1 | 14.4 | 17.1 | 8.3 | 11.6 |
| Perceived Risk | 81.4 | 85.8 | 76.8 | 75.5 | 72.6 | 70.3 |
| Parental Disapproval | 89.8 | 89.4 | 83.3 | 82.5 | 91.9 | 91.7 |
| Friends Disapproval | 69.1 | 64.6 | 61.6 | 56.3 | 72.4 | 66.9 |
| Avg. Age of First Use | 12.7 | 13.2 | 12.6 | 13.2 | 13.5 | 14 |

PRIDE DATA: 30-Day Use

| Grade | Any Tobacco | | Any Alcohol | | Any Illicit Drug | |
|------------|-------------|------|-------------|------|------------------|------|
| | 2010 | 2011 | 2010 | 2011 | 2010 | 2011 |
| 6th Grade | 3.5 | 2.9 | 3.5 | 3.1 | 6.5 | 7.3 |
| 7th Grade | 2.3 | 5.3 | 3.7 | 10.1 | 5.1 | 13.6 |
| 9th Grade | 13.7 | 13.5 | 20.2 | 16.3 | 14.8 | 27.8 |
| 12th Grade | 28.8 | 27.9 | 37.1 | 40.4 | 22.5 | 42.2 |



During the 2012 season, adult fans at the Burlington Baseball Stadium, for the first time, were given a choice to purchase beer in 12 ounce cups (a standard serving for beer).

Signs provide information on how to drink responsibly following the 0-1-2 Method:
 0-Drinks for anyone underage 21 or driving
 1-Standard drink limit per day for women
 2- standard drinks limit per day for men

To become involved with Alamance Citizens for a Drug Free Community, please contact Karen Webb via e-mail at: KWebb7@bellsouth.net.

OBESITY

The Healthy Alamance Wellness & Prevention Coalition (formerly the Chronic Disease Coalition) has remained active since establishment in 2004 because chronic diseases continue to be a leading cause of death. It was formed to encourage disease prevention and reduce health disparities related to Heart Disease/Stroke, Cancer and Diabetes by working to improve obesity rates. Most recently, the coalition has been looking at the role of policy development, the built environment, as well as access to healthy foods and physical activity on obesity rates. According to the 2012 County Health Rankings, the rate of adult obesity (BMI greater than 30) is 34% in Alamance County. Obesity is often the end result of an overall energy imbalance due to poor diet and limited physical activity. Obesity increases the risk for health conditions such as coronary heart disease, type 2 diabetes, cancer, hypertension, dyslipidemia, stroke, liver and gallbladder disease, sleep apnea, and other respiratory problems and osteoarthritis (2012 County Health Rankings).

Projects & Accomplishments:



In collaboration with the municipal parks and recreation departments, a community wide physical activity program was developed called **PARC Passport (Physical Activity and Recreation Challenge)**. This has been in existence for 3 summers now. This program is a scavenger hunt through multiple parks in the county and encourages participants to complete certain challenges such as kayaking, walking trails or running. In the last three years, 265 residents have participated in the program.

- **Graham Walks**, Downtown Walking program continues to be an ongoing program for 6-weeks each fall/spring, resulting in over 100 participants.
- Hillcrest Elementary School received a fourth year of funding through the **USDA Fruit and Vegetable grant** and Eastlawn Elementary received this funding for the first time. The Alamance County Health Department and Healthy Alamance have continued to support the school system on this initiative.
- The Alamance County Health Department, Healthy Alamance, along with Elon University continue to work with the City of Burlington through the **North Park in MOTION** program for the fourth year (FIT Community funding ended in June 2010). A community based Leadership Board has been formed to assist with sustainability. This group has recently started a NEW curbside farmer stand onsite at the Mayco Bigelow Center. In partnership with the Alamance County Library system and Elon University, a NEW community garden has been built on the park property for local residents. The free youth dance program continues to offer classes on site and has reached a total of 125 girls. The onsite pool now has extended hours of operation to meet the demand of the community and continues to offer free swim lessons with support from the Hayden-Harman Foundation. North Park in Motion was featured in a publication of success stories that the FIT Community initiative printed and distributed across the country.
- In June 2012, NC Prevention Partners, **Work Healthy AmericaSM Initiative** awarded Alamance County Government with the Trailblazer Award for improving the Wellness Program, specifically for efforts to improve Healthy Eating, Physical Activity and Tobacco Policy.
- **The Alamance County Government Wellness Program** has opened a new exercise facility for county employees that allow access 24 hours/7days a week. They were able to secure gently used exercise equipment and obtain a grant to purchase treadmills and exercise bikes.
- **Be Healthy Now** kicked off a NEW FREE 10-week program that challenged participants to live healthy lives. It was open to anyone who lived, worked, worshiped or attended school in Alamance County. Be Healthy Now was a community-wide fitness program sponsored by Alamance Regional Medical Center, Alamance County Health Department, Healthy Alamance, Graham Recreation & Parks, Burlington Recreation & Parks and NC Cooperative Extension. The program resulted in: 273,671,231 total steps walked, 13,684 total miles walked, and 60% or 100 out of 163 teams achieving their fitness goal. Overall, over 800 people were served through this initiative.

OBESITY

- **Mebane on the Move**, a community based initiative to promote healthy living in Mebane, launched several NEW programs this year. In partnership with the City of Mebane, an urban trail system was installed in city sidewalks to guide residents along five different walking or running routes. The trail includes more than 60 colorful pavers installed on the sidewalks, two large trailhead in prominent locations and printed maps distributed throughout town. In addition, Mebane on the Move launched the Mebane Walks program to activate the city trails. The group also launched a FREE community workout program, called MebFit, conducted a marketing campaign for the Mebane Farmers' Market and held their first community wide FREE screening event. The second year of the Mebane on the Move Elementary School Running Program was a huge success. The program has now served more than 500 students. Healthy Alamance & Alamance County Health Department continue to support the initiatives taking place in Mebane.
- **Working on Wellness** continues to offer lunch and learn opportunities for local business leaders. Healthy Alamance, Alamance Regional Medical Center, Be Active North Carolina and the Alamance County Health Department organized a series of quarterly sessions to assist employers with worksite wellness topics such as: developing a wellness committee, promoting local food, employee screenings, wellness communication strategies and physical activity opportunities. More than thirty local businesses participated in at least one of the four quarterly events. As a result of attending these sessions many businesses have improved policies, programs and work environment.



Mebane on the Move
Farmers Market

North Carolina Community Transformation Project - Alamance County Health Department and Healthy Alamance recently began working on a regional effort through funding that became available as a result of the Affordable Care Act, managed by the Center's for Disease Control, NC Department of Public Health received funding that has been dispersed regionally across the state. Alamance County is part of the Region 5 project and is working to address several strategic directions. Below are the areas that apply to the current work of the Healthy Alamance Wellness & Prevention Coalition and obesity prevention.



North Park In Motion
Dance Class

Strategic Direction 2: Active Living and Healthy Eating

- ◇ Increase the number of joint-use agreements that increase access to physical activity opportunities.
- ◇ Increase the number of new or enhanced farmers' markets, mobile markets, farm stands and community supported agriculture programs.

Strategic Direction 3: High Impact Evidence-Based Clinical and Other Preventive Services

- ◇ Increase the number of health care providers' Quality Improvement (QI) systems for the clinical practice management of high blood pressure, high cholesterol, weight management and tobacco cessation.
- ◇ Increase the number of healthcare organizations that support tobacco use screening, referral and cessation.
- ◇ Increase the number of community organizations offering supports for individuals identified with high blood pressure/cholesterol and tobacco use (e.g., Chronic Disease Self-Management Program, Eat Smart, Move More Weight Less, tobacco cessation programs).

To get involved with the Healthy Alamance Wellness & Prevention Coalition please contact April Durr via email at: ADurr@armc.com

Mental Health

Alamance County continues to deal with a transitioning mental health delivery system. Cardinal Innovations Healthcare Solutions (formerly known as the Local Management Entity) is working in collaboration with Healthy Alamance and Alamance Regional Medical Center, as well as local providers and law enforcement in order to reduce inappropriate use of the Emergency Department at the local hospital, reduce the stigma associated with mental illness and improve access to mental health services.

These efforts are being spearheaded by a NEW group recently formed of community leaders and providers called the Community Advisory Council for Mental Health Services.

As a result of these efforts the following accomplishments have been achieved:

- ◆ Training opportunities have been provided for local law enforcement officers.
- ◆ Group Home Employee Skills Training (GHEST) was conducted in Alamance County for local group home managers during the month of October, 2012.
- ◆ Stakeholder, Consumer & Family Forums have been organized throughout the year to discuss the transition of service delivery.
- ◆ A Mental Health Screening form for Non-Profits has been developed and will be implemented in 2013.

A SNAPSHOT OF CURRENT EMERGENCY DEPARTMENT USE - with Behavioral Medicine Diagnosis:

| Year | # Visits w/ Beh. Med. Diagnosis | Total ED Visits |
|------------------------------------|---------------------------------|-----------------|
| 2010 | 2,055 (3.85%) | 53,383 |
| 2011 | 2,542 (4.64%) | 54,811 |
| 2012 (<i>Jan-Jul Annualized</i>) | 2,686 (4.82%) | 55,714 |

To become involved with the Community Advisory Council for Mental Health Services, please contact Lynn Inman via email at: Lynn.Inman@cardinalinnovations.org

NC Project LAUNCH Grant

Project LAUNCH is a federal Substance Abuse and Mental Health Services Administration (SAMHSA) grant program seeking to promote the wellness of young children birth to age eight. Using a public health approach, Project LAUNCH focuses on improving the systems that serve young children and address their physical, emotional, social, cognitive and behavioral growth. The goal is for all children to reach physical, social, emotional, behavioral, and cognitive milestones. SAMHSA currently funds 36 LAUNCH sites nationally. Each grantee focuses on five key prevention and promotion domains:

- 1) Screening and assessment in a range of child-serving settings,
- 2) Integration of behavioral health into primary care settings,
- 3) Early childhood mental health consultation,
- 4) Enhanced home visiting through increased focus on social and emotional well-being, and
- 5) Family strengthening.

Lessons learned from these communities are intended to guide state level change and policy development.

The NC Division of Public Health, Women and Children's Branch received funding for NC Project LAUNCH in 2009. In October 2011, the Alamance County Health Department was designated as the local implementation site, with a charge to develop and implement a successful model for statewide replication. NC Project LAUNCH is a collaborative effort between the NC Division of Public Health and the Alamance County Health Department, and serves the Alamance County community.

Mental Health (cont.)

Leadership for the Alamance County project is provided by the Local Wellness Council and the State Advisory Council, guided by an evaluation through the Center for Child and Family Policy at Duke University. The Local Wellness Council is comprised of approximately 24 representatives, including physicians, hospital administrators, family members, advocates, young child-serving agencies, CCNC, and the Alamance Alliance.

A key strategy of the project is to promote the connection of all children to a Family-Centered Medical Home that works with children/families in a holistic and comprehensive manner. Two pediatric primary care practices (Burlington Pediatrics and Kernodle Pediatrics – Elon) are model sites for the project. Each practice has an on-site early childhood mental health specialist and Family Partner team (Early Childhood Mental Health Team – ECMH) to respond to the social and emotional needs of children and families.



Project LAUNCH is providing **Triple P** training opportunities for early childhood practitioners and organizational partners across the community, with a goal to train approximately 100 individuals over time. The Triple P-Positive Parenting Program® is a multi-level, parenting and family support strategy that aims to prevent behavioral, emotional and developmental problems in children by enhancing the knowledge, skills and confidence of parents. The system was developed by Professor Matt Sanders and colleagues from the Parenting and Family Support Centre in the School of Psychology at The University of Queensland. The program's multi-level framework aims to tailor information, advice and professional support to the needs of individual families. It recognizes that parents have differing needs and desires regarding the type, intensity and mode of assistance they may require. Triple P addresses these differing needs through its levels. The Triple P system is designed to maximize efficiency, contain costs and ensure the program has wide reach in the community.

If you are interested to learn more about Project LAUNCH or become involved, please contact Martha Kaufman via email at: martha.kaufman@alamance-nc.com

ACCESS TO HEALTHCARE- TRANSPORTATION

The Friends & Advocates for Sustainable Transportation (FAST) continue to organize grassroots efforts in order to raise awareness about the importance of fixed route public transportation development. Burlington is the largest city in the state without any public transportation. This has a direct impact on accessing healthcare services, obtaining prescription medication, as well as getting to work.

FAST mobilized community members through a variety of public forums held at local churches, housing developments, nursing homes and local businesses. As a result of these events residents exercised their right to speak during the public comment period at Burlington City Council meetings. Speakers included elderly residents, local doctors, employers and members from the local community all encouraging the elected officials to consider implementing a fixed route public transportation system.

FAST administered a public transit survey during the first half of 2012, this survey was identical to the survey used in 2006 during the feasibility study. The purpose of the survey was to ascertain the level of support for public transportation in the Burlington community. A total of 380 responses were obtained through the survey.

Summary of Survey Findings:

- 78% of respondents would be very willing or somewhat willing to support a slight tax increase for public transit.
- Over 75% of respondents would be willing to pay \$2 or more for a one-way bus fare.
- 63% of respondents would use a bus service at least three days a week.
- 22.6% of respondents would use a bus service to go to/from medical appointments.
- 90% of respondents would be willing to try a bus service.
- 28% of respondents had someone in their household that is dependent on others for transportation.

The Alamance County Health Department reported a 25% no show rate in the maternity and women's health clinic, while data is not collected on why clients have missed their appointment, when staff ask - clients typically report they do not have transportation.

To become involved with FAST, please contact April Durr via email at:
ADurr@armc.com



Pertussis

In December 2011, the Alamance County Health Department's Epidemiology Team was activated to respond to a local pertussis outbreak with a high potential for further spread. Pertussis, or whooping cough, is a highly contagious illness that begins with cold symptoms and a cough. The cough becomes worse over time, and can include a long series of uncontrollable coughs followed by a whooping noise and/or a fever. Illness is spread through the air by coughing or sneezing. Infants often get pertussis from older brothers and sisters, parents, or other caregivers who might not even know they have it.

The team was alert to the high risk for severe illness among babies, pregnant women, and anyone with a respiratory or other chronic illness. In unified command with the Alamance Burlington School System, Alamance Regional Medical Center (ARMC), and with guidance from the North Carolina Communicable Disease and Immunization Branches, ACHD developed and assigned incident objectives. Tasks included coordinating with the state laboratory and healthcare providers to confirm suspect and probable cases, following up with treatment and infection control recommendations, staffing a hotline for parents to talk with a nurse, reinforcing key messages with the public, interviewing and tracking each case for 2 weeks, and actively reporting outcomes. ACHD mobilized key partners in carrying out this massive effort, including individual school administrators and district school nurses, health care providers, churches, families, day care operators, and medical reserve corps volunteers.

In February, ACHD led the community into a second phase of outbreak management. While maintaining work to decrease the amount of disease and death among highly susceptible populations through individual case investigation and cocooning, ACHD simultaneously implemented a community wide mass vaccination program. Vaccinations were administered at the March of Dimes March for Babies walk event, Mebane Arts and Community Center, and at the Back to School Fair sponsored by ARMC.

As of August 2012, 166 pertussis cases had been identified. Cases peaked between December 2011 and February 2012. Through strengthening agency poli-



cies that promote and deliver immunizations at every opportunity, combined with off-site clinics, more than 3,800 Tdap vaccinations have been administered in more than 16 local point-of-dispensing locations. The response assured many partners and the public that the local public health system is providing essential services daily and is prepared to ramp up in a time of unusual illness to protect population health and prevent the spread of disease.

Alamance County has been recognized for their efforts in addressing and combating the pertussis outbreak with the Best Response in an Outbreak award at the 2012 Communicable Disease Conference. Additionally, ACHD officials have been able to share their action plans and outcomes so that other counties may learn from the experience.