

2013 FRANKLIN COUNTY STATE OF THE COUNTY REPORT

DECEMBER 2013

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Photograph provided by Cheryl Hight

The state of North Carolina requires local health departments to conduct a Community Health Assessment (CHA) every four years. In December 2012, the Franklin County Health Department developed and published the 2011 CHA report, which can be found on www.franklincohealth.org or by request at the health department. This document presents primary data from a community health survey completed by citizens of Franklin County, as well as, secondary data from the NC Center for Health Statistics and other reliable sources. In the three years between each CHA, health departments are expected to submit an annual State of the County Health Report (SOTCH report).

The purpose of this report is to **track priority issues identified in the CHA, identify emerging issues, and to highlight new initiatives in the county.** The SOTCH report also presents primary data from the community health survey and secondary data from the NC Center for Health Statistics as well as other secondary data sources.

The following **HEALTH PRIORITIES** were selected and identified based on the CHA findings:

- Access to Healthcare
- Physical Activity & Nutrition (including Chronic Diseases and Obesity)

- Franklin County was founded in 1779, and located 21 miles northeast of Raleigh.
- The county was named after Benjamin Franklin.
- Franklin County consists of five municipalities: Bunn, Centerville, Franklinton, Louisburg (the county seat), and Youngsville.
- The county covers 494 square miles.
- Franklin County allows easy access to Raleigh Durham International Airport, as well as, to highways I-40, I-85, and I-95.
- Franklin County ranks 35 out of 100 for overall health outcomes.

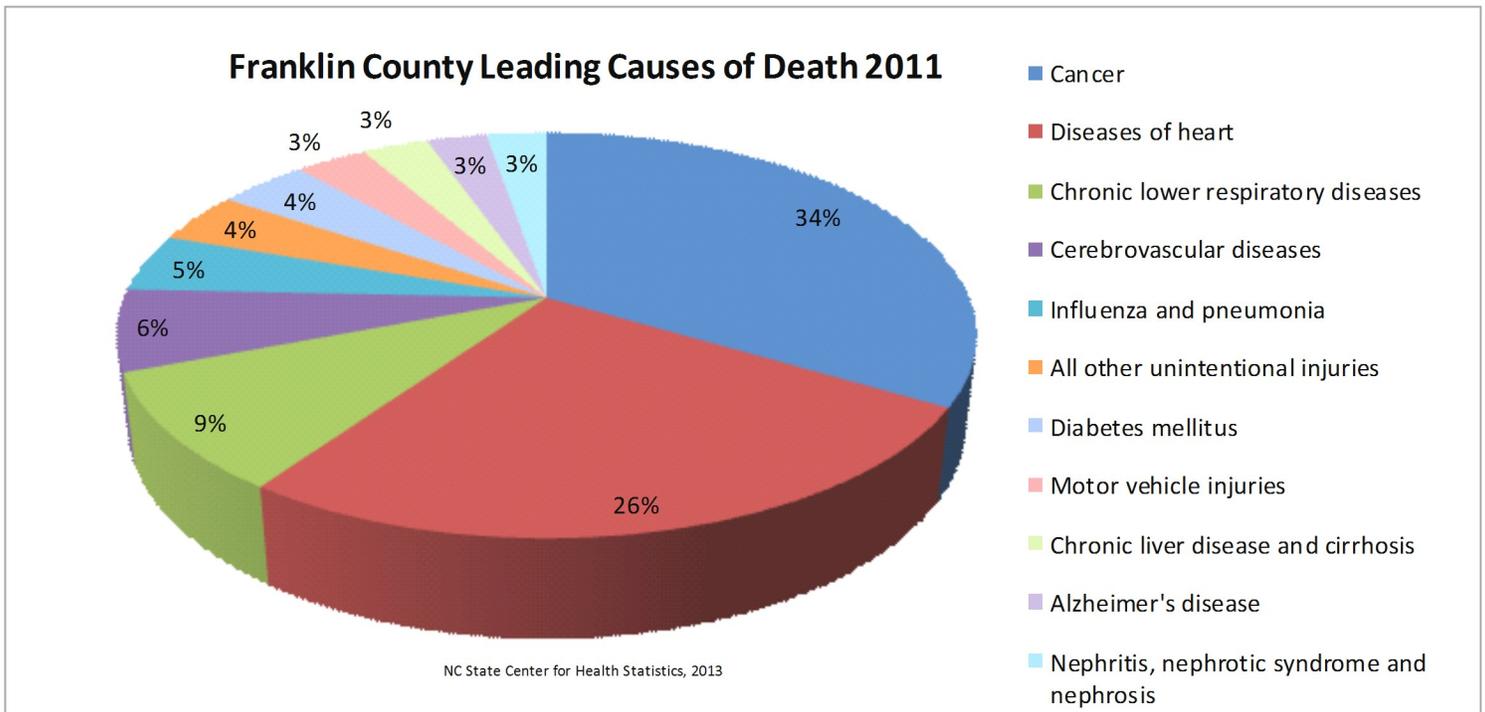
A SNAPSHOT OF OUR COMMUNITY



People Quick Facts	Franklin County	North Carolina
Population Estimate	61,475	9,752,073
Persons under 5 years	5.9%	6.4%
Persons under 18 years	23.7%	23.4%
Persons 65 years and older	14.0%	13.8%
White alone	69.8%	71.9%
Black or African American	27.0%	22.0%
American Indian and Alaskan Native	0.9%	1.5%
Asian	0.6%	2.5%
Native Hawaiian and other Pacific Islander	0.1%	0.1%
Two or more races	1.6%	2.0%
Hispanic or Latino	7.7%	8.7%
White alone, non -Hispanic or Latino	63.7%	64.7%
High School Graduate or Higher	80.1%	84.1%
Bachelor Degree or higher (2007-2011)	15.4%	26.5%
Median Household Income (2007-2011)	\$44,598	\$46,291
Persons below poverty level (2007-2011)	15.5%	16.1%

www.quickfacts.census.gov 4 2013

Major Morbidity and Mortality Data



According to the 2011 NC State Center for Health Statistics, the top three leading causes of death in Franklin County consisted of cancer, heart disease and chronic lower respiratory disease. Cancer and heart disease continues to be the leading causes of death in 2011 as they were in 2010. Cancer is the leading cause of death in Franklin County with 34% of deaths, followed by heart disease with 26% of deaths. Chronic Diseases such as heart disease and cancer are the most costly to maintain, and yet the most preventable. The primary cause of chronic diseases such as heart disease and cancer are lifestyle choices. Lifestyle choices that contribute to good health include maintaining a healthy diet and weight, tobacco use cessation, and regular physical activity . The chart below illustrates Franklin County’s Leading Causes of Death Rates for years 2007–2011.

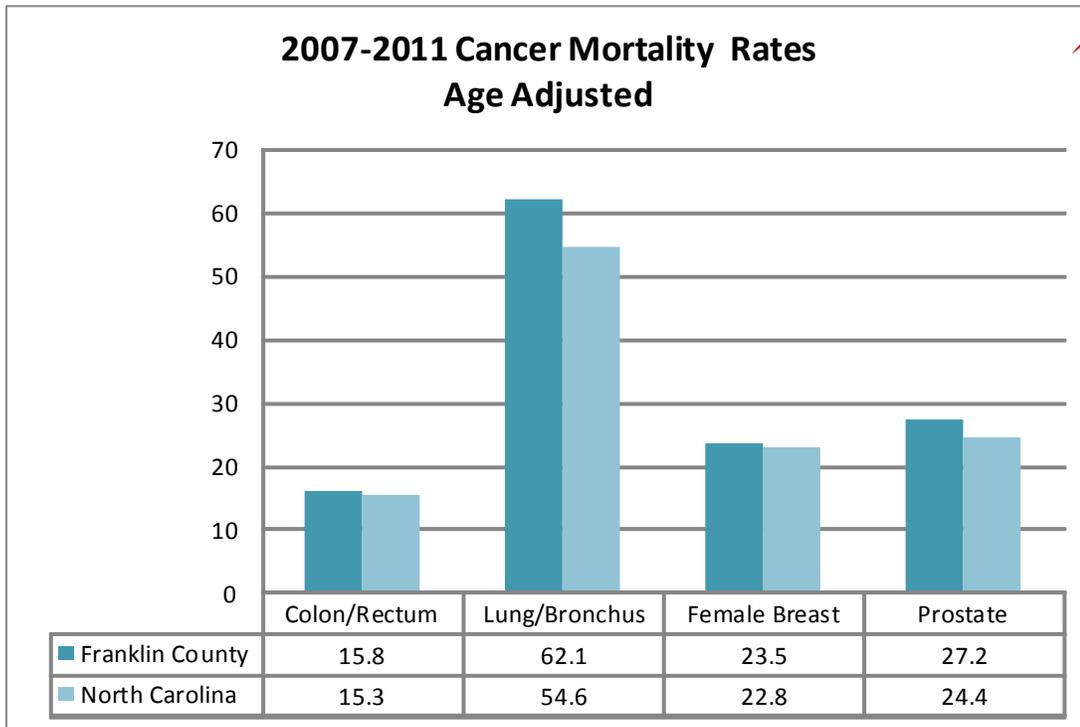
2007-2011 Ten Leading Causes of Death by County of Residence-Franklin and Age Group: Ranking, Number of Deaths, and Unadjusted Death Rates per 100,000 Population			# OF DEATHS	DEATH RATE
AGE GROUP:	RANK	CAUSE OF DEATH:	2,350	788.4
TOTAL - ALL AGES	0	TOTAL DEATHS --- ALL CAUSES		
	1	Cancer - All Sites	589	197.6
	2	Diseases of the heart	492	165.1
	3	Chronic lower respiratory diseases	148	49.7
	4	Cerebrovascular disease	112	37.6
	5	Other Unintentional injuries	77	25.8
	6	Diabetes mellitus	70	23.5
	7	Pneumonia & influenza	69	23.1
	8	Motor vehicle injuries	65	21.8
	9	Septicemia	55	18.5
10	Nephritis, nephrotic syndrome, & nephrosis	54	18.1	

Technical Note: Rates based on fewer than 20 cases (indicated by 'N/A') are not reliable and therefore not reported.

Source: 2013 County Health Data Book

(2007-2011 Race-Specific and Sex-Specific Age-Adjusted Death Rates by County)

Major Mortality and Morbidity Data



According to the NC State Center for Health Statistics (2013) Lung, Female Breast and Prostate Cancers continue to be the #1 leading causes of deaths in Franklin County.

Did You Know?

In 2011, 47 Franklin County adult residents & 23 children ages 0-14 were discharged from the hospital with Asthma as their primary diagnosis.

SCHS,2013

Teen Pregnancy

According to NC State Center for Health Statistics (2013), during the years of 2007–2011, Teen Pregnancy rates among women ages 15–17 years of age continue to decline in Franklin County. The current rate is 24.8 per 1,000 compared to 2006–2010, the rate was 29.9 per 1,000. Below is a current data break of the pregnancy rates for girls 15–17 by race and ethnicity in Franklin County. Figure 1 illustrates most recent data for at risk mothers under 30 years old due to High *Parity :

Data Break Down of Pregnancy rates among Franklin County Girls ages 15-17 by ethnicity 2007-2011 compared to the state rates.

Franklin County- Overall 24.8 per 1000 :

- White, Non Hispanic- 14.5 per 1000
- African American, non Hispanic- 36.6 per 1000
- Hispanic- 49.6 per 1000*
- Other Non Hispanic-55.6

North Carolina- Overall 29.1 per 1000:

- White, Non Hispanic- 17.5 per 1,000
- African American-43.2 per 1,000
- Hispanic-64.7per 1,000
- Other Non-Hispanic -28.0 per 1,000

**** Indicator of Need for Family Planning Services****

2008-2012 NC Residents Live Birth with Age of Mother Under 30 By County of Residence: Number at Risk Due to High Parity and Percent of all Births with Age of Mother Less Than 30 .

NCSHS, 2013

Residence	Number High Parity Births	Percent High Parity
North Carolina	66,159	16.6%
Franklin County	443	19.4%

*Parity-Number of children that the mother birthed.
Figure 1.

Health Priority

Access to Healthcare



In the 2011 CHA report, access to healthcare was selected as a health priority. Over time, Franklin County residents have struggled with healthcare because access is limited. There are many barriers to having adequate access to healthcare, including: lack of transportation, lack of health insurance, insurance that provides limited coverage (underinsured), language barriers, and limited or lack of quality healthcare providers.

Over 1,200 Franklin County residents do not have access to healthcare because they are uninsured. The County Health Rankings and Roadmaps provided the most recent information concerning healthcare for Franklin County compared to the state of North Carolina.

Healthcare Access	Franklin County	North Carolina
Dentists	6,248:1	2,171:1
Uninsured Adults	20%	19%
Primary Care Physicians	6,759:1	1,408:1

County Health Rankings and Roadmaps, 2013 ⁸

Responses of *Piedmont area residents when asked the following:

“What is the main reason you do not have health insurance?”

- Could not afford the premiums-58.8%
- Lost a job or changed employers-14.3%
- For other reasons-26.9%

BRFSS, 2012

*Piedmont area includes Franklin County, NC-11

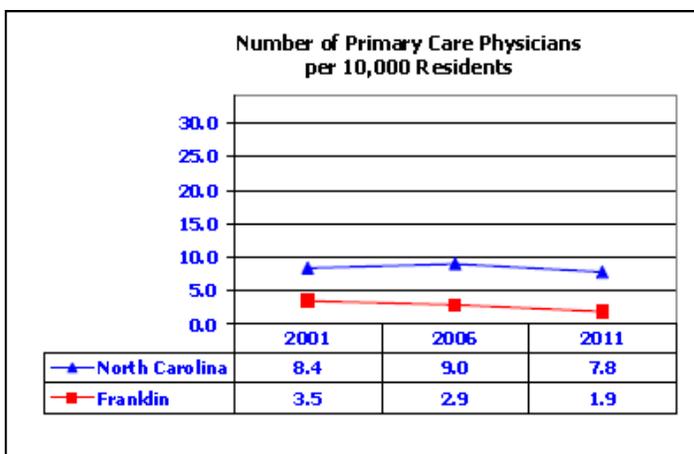


Chart 1

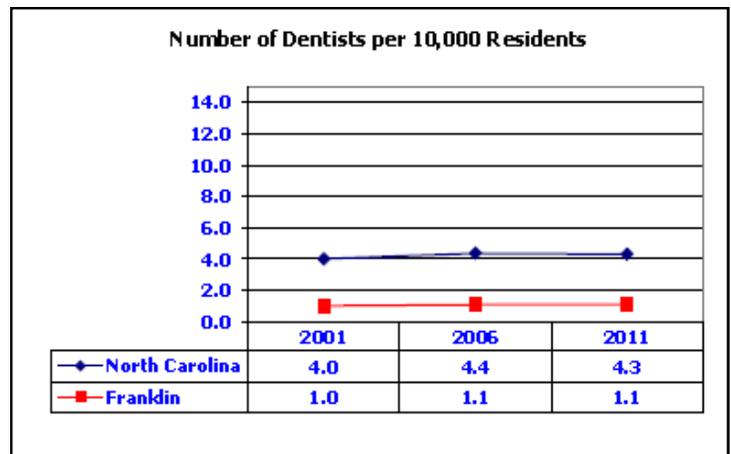


Chart 2

Charts 1 and 2 compares the number of accessible primary care physicians and dentist compared to the state of NC. Franklin County rates have been lower than the state rates throughout 2001-2011. www.schs.state.us,2013 ⁶

Health Priority

Physical Activity & Nutrition

Physical activity and proper nutrition is also a concern for Franklin County residents. Physical activity and proper nutrition are essential for good health, because they both help to reduce the risk for the development of chronic diseases, such as: certain cancers, diseases of the heart, stroke, diabetes, and hypertension.

Regular physically activity and healthy eating also helps to reduce the chances of becoming overweight or obese.

In Franklin County, the rates of overweight or obese individuals is also becoming a concern. The graphs below highlight weight percentages for children ages 2-4 and adults in Franklin County compared to the state.

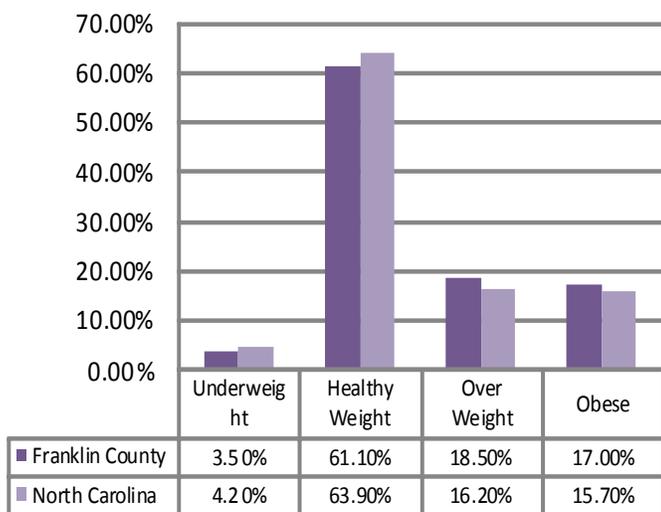


Franklin County Health Department partnered with Franklin County Cooperative Extension to promote the use of the Farmers' Market to assist in an increase healthy eating among the county residents by designing and posting promotional Franklin County Farmers' Market signs.

*Funding for the signs was made possible with funding from the *North Carolina Community Transformation Grant Project and the Centers for Disease Control and Prevention.

*pg.10

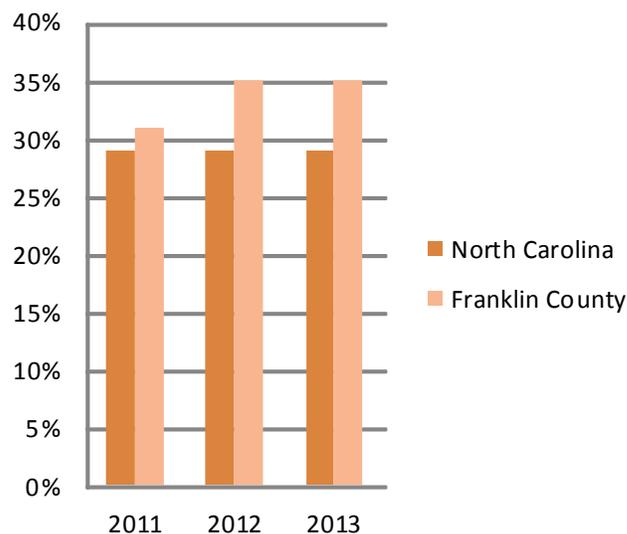
2011 Prevalence of Obesity, Overweight, Healthy Weight, and Underweight in Children 2-4 years of age



Source: NC State Center for Health Statistics, 2013 9

In 2011, 17% of Franklin County's 2-4 year olds were diagnosed as Obese.

Adult Obesity 2011-2013



35% of Franklin County Adults are Obese

County Health Rankings & Roadmaps, 2011-2013 8

PROGRESS AND NEXT STEPS TOWARDS HEALTH PRIORITIES

Access to Care

- Louisburg Senior Centers continues to host annual diabetes and heart health expos, which include free health screenings for the public
- Franklin County Cooperative Extension offered free Alcohol and Drug Addiction classes throughout the year
- Franklin County Aging Department continues to offer assistance for the elderly population that may have questions or concerns about Medicare with the Senior Health Insurance Information Program (SHIIP)
- Franklin Community Health Services continues to offer health services including discounted fees to the uninsured population, prescription assistance, lab services, diabetes education, behavioral health and referral services
- Franklin Community Health Services continues to provide primary care, wraparound services and offers discounts to the uninsured population based on family income.
- Franklin County Health Department's Dental Clinic offered extended hours to fit the needs of their patients.
- The Franklin Health Department is a partner with the Franklin County Health Care Collaborative to identify resources and provide care to the uninsured and underinsured population in the county. The collaborative consist of several partners including: Volunteers in Medicine, Franklin Regional Medical Center, Franklin County Department of Social Services, 5 County Mental Health Authority, Franklin Community Health Services and Rural Health Group.
- Novant Franklin Regional Medical Center hosted a Breast Cancer Awareness event with free health screenings titled, "Ladies Night Out".
- FCHD partnered with Louisburg College to provide clinical services to college students on campus
- Franklin Novant Medical center offers patients online services via "My Chart" which includes access to medical records, online appointment scheduling and video visits
- KARTS continue to provide scheduled transportation to doctor appointments and more places for a small fee.
- Franklin County Home Health's Physical Therapist provides annual Falls Prevention Education to Franklin County Senior Center participants upon request once per year

Physical Activity and Nutrition

- Franklin County Farmers Market sells fresh fruits and vegetables to the community
- Franklin County Health Department, with funding from the Community Transformation Project (CTGP) assisted with the promotion and enhancements of the county's Farmers Market
- Novant Franklin Medical Center has a local farmers market on campus several days per week for employees and patrons.
- Novozymes of Franklinton offers a weekly on-site Farmers Market to their employees
- Franklin County Cooperative Extension offered several Expanding Foods and Nutrition Education Program 8-week Lunch and Learn series, helping low income families learn more about healthy eating and healthy living.
- Franklin County Health Department provided sessions on physical activity, tobacco prevention and healthy eating to the county's Boys and Girls Club
- The town of Youngsville host a successful 5k run benefit for the community
- Franklin County hosted Walkability Week, sponsored by the Community Transformation Grant Project (CTGP)
- Franklin County Parks and Recreation Department continues to offer recreation activities for youth and adults in the community
- Franklin County Schools reached over 500 2nd graders during the annual 2nd Grade Nutrition Fair
- Senior Fun Day, sponsored by Franklin County Department of Aging, continues to promote health eating, physical activity and wellness for the elderly population
- Franklin County Health Department conducted a Fresh Fruit and Vegetable inventory of all the Farmers Markets in the county, and was made possible through a Healthy Communities initiative

Emerging Issues

Although, Franklin County's Community Health Assessment states our health priority areas, there are several issues that have the potential of affecting the health of Franklin County. They are as follows:



- Due to the **rising cost of healthcare** is causing a financial strain on providers in the private and public sector to provide quality and affordable care to the public.



- **The Affordable Care Act** will have an effect on the healthcare industry due to the allowable billing changes that will take place in 2014.



- **Home testing HIV kits** are available to the public for purchase. This will reduce the amount of individuals seeking HIV screening and testing in the clinical setting and there is a cause for concern about proper handling of the product for accuracy of the results.



- **School Safety**—Franklin County School administrators, staff and parents are concerned about school safety. The school system is currently staffing security for their school campuses. Currently, The General Assembly approved 10 million for the next two fiscal years, which will give schools opportunities to apply for grants to pay for school resource officers.



- **NC Tracks** is a service for North Carolina's health care providers and consumers as part of the new, multi-payer Medicaid Management Information System. NC Tracks provides easy access to benefit information for recipients and easy-to-use features for providers.

The NC Tracks system supports electronic processing of various queries and transactions such as recipient eligibility verification, prior approval requests, claims submission, personalized secure messages, and electronic Remittance Advice reports. NC Tracks maximizes technology to increase the provider's administrative efficiency through paperless processing and other advanced features of the new system.

NC Tracks facilitates provider enrollment and consolidates claims processing activities for multiple DHHS health plans. The secure provider portal allows providers to manage changes, update records, check recipient eligibility, obtain prior approvals, and submit claims including pharmacy claims. Providers can also participate in web-based tutorials, register for class seminars and request site visits. <https://www.nctracks.nc.gov/content/public/>, 2013



- **Emergency Preparedness**— See page 9



- **Access to Fast Food Restaurants**— 69% of Franklin County restaurants are fast food establishments vs. the state which is at 27% .

Emergency Preparedness in Franklin County



The Franklin County Health Department coordinates with local emergency management initiatives to assure readiness for the Franklin County community. Public Health Preparedness and Response is a part of the Division of Public Health that monitors strengths, the abilities of our public health and healthcare systems to protect the public in the event of a disaster situation such as disease epidemics, chemical and radiological releases, severe weather and natural disasters.

Franklin County promotes the **Special Needs Registry** which is maintained by **Emergency Management on the county website** (<http://www.franklincountync.us/services/emergency-services>)

This initiative is an effort to help aid at risk populations during a public health emergency. This registry will assist partners with communicating and providing educational messages to the identified public.

Make a Plan....Build a Kit.....Be Informed

Recommended Items to Include in a Basic Emergency Supply Kit:

- ❑ **Gallon of water per person per day for three days; Non perishable food for at least 3 days with can opener, including pet food**
- ❑ **Battery Operated or hand crank radio and NOAA Weather Radio with tone alert with extra batteries**
- ❑ **Flash light and extra batteries, and matches in a waterproof container**
- ❑ **First Aid Kit and whistle to signal for help, and personal hygiene products**
- ❑ **Dust mask to filter contaminated air and plastic sheeting and duct tape to shelter -in-place**
- ❑ **Moist wipes, garbage bags and plastic ties for personal sanitation**
- ❑ **Wrench or pliers to turn off utilities**
- ❑ **Local maps**
- ❑ **Prescription medication and glasses, medicine dropper**
- ❑ **Infant formula and diapers**
- ❑ **Important family documents in a waterproof container**
- ❑ **Change of clothes including long sleeves and sturdy shoes**
- ❑ **Paper and pencil, mess kits, paper cups and plastic utensils**
- ❑ **Books, games, puzzles or other activities for children**
- ❑ **Cash or traveler's checks and change**
- ❑ **Sleeping bag or warm blanket for each person**
- ❑ **Fire extinguisher**



New Initiative

Sunstone Water Group of Youngsville , NC developed a portable water filtration system that could be utilized in areas hit by disasters or in third world countries where clean water is a high need. This company is new to Franklin County, and had a grand opening on July,26 2013 with a goal to add 200 jobs to the county. ☺

Please visit www.ready.gov for more information.



- ◆ **Franklin County Health Department partnership with -Franklin County 4H youth group of Franklin County Cooperative Extension** was awarded grant funding to promote tobacco free awareness in the county. This grant funding was provided by the Youth Empowerment Solutions (YES), which is a Community Transformation Grant Project partner. The funding will be used to promote smoke/tobacco free efforts and compliance tools in the county by utilizing youth as advocates. This funding also allows Franklin County Health. Department to provide technical assistance and other partnership opportunities.
- ◆ **The Community Transformation Grant Project (CTGP)** continues to provide funding to all the counties in region 7 for the purposes of actively working towards the four strategic areas, which consist of healthy eating, tobacco free living, active living, and clinical preventative services.
As a result of this funding, Franklin County Health Department was able to assist with the promotion of:
 - Franklin County ‘s Farmer’s Market with advertising and farmers market use/healthy eating survey assessments to promote healthy eating in the county
 - Tobacco free living (QUITLINENC.com) billboard postings throughout the county and surveys to the community
 - Walkability Week, which promotes physical activity in neighborhoods and other communities (September 23–27th, 2013) as well as integrating health into community comprehensive plans

Please see **page 11** for additional information about The Community Transformation Grant (CTGP)

◆ **Franklin Regional Medical Center is now, Novant Health Franklin Medical Center**

Novant Franklin Medical Center maintains their position at the forefront of technological care with a state-of-the-art emergency department with online wait times, advanced surgical service lines, wound care, sleep lab, diagnostic testing and much more. Physicians and other health care staff members stand by 24/7 to provide compassionate care with the latest medical treatments and technology. They are committed to recruiting top physicians in key specialty areas to better serve the community. Novant health operates as an umbrella organization that collaborates and coordinates patient care with all Novant branded medical centers. In addition, they received the Health Information and Management Systems Society Stage 7 Ambulatory Award for its adoption and use of an electronic health record. ¹⁰

2013



www.novanthealth.org



TRANSFORMING HEALTH TOGETHER

Transforming communities to make healthy living easier for North Carolinians!

In 2011, the North Carolina Division of Public Health was awarded a five-year grant to help communities make healthy living easier for North Carolinians.

Funded by the Centers for Disease Control and Prevention, the Community Transformation Grant Project (CTG Project) in North Carolina is working to prevent chronic disease, promote healthier lifestyles, reduce health disparities, and control health care spending. 10 multi-county regions across the state have received funding to forge new collaborations and develop new strengths as they implement CTG Project goals.

We are *Transforming Health Together*, the eight-county regional partnership in Central North Carolina: Franklin, Granville, Halifax, Johnston, Nash, Vance, Warren, and Wilson.

Transforming Health Together is working community by community to accomplish goals in the four CTG strategic areas – Active Living, Healthy Eating, Tobacco Free Living, and Clinical Preventive Services. Regional staff and local leads are *Transforming Health Together* in Region 7 with area residents and stakeholders, so healthy living can be easier for all in Central North Carolina.

North Carolina Region 7 CTG Project Strategies

Tobacco Free Living

Increase the number of smoke-free government buildings and indoor public places. Increase the number of tobacco-free government grounds including parks and recreational areas. Increase the number of smoke-free housing policies in multi-unit housing, including, public, affordable, and market-rate housing.

Active Living

Increase the number of new or revised comprehensive plans that include health considerations and increase the number of joint-use agreements that increase access to physical activity opportunities.

Healthy Eating

Increase the number of new or enhanced farmers' markets, mobile markets, farm stands, and community supported agriculture programs. Increase the number of small food retail stores offering and promoting healthier food and beverage options.

Clinical Preventive Services

Increase the number of health care providers who implement Quality Improvement systems for the clinical practice management of high blood pressure, high cholesterol, weight management, tobacco cessation, and improve systems for referrals of patients with high blood pressure, high cholesterol, and tobacco use to existing community resources.

For More Information:

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TRANSFORMING HEALTH
TOGETHER



Franklin County Health Department Services

Child Health

- Preventative and Primary Care
- Health Screenings/Sports Physicals
- Immunizations

Family Planning

- Services available to child bearing age women and men
- Charges based on sliding fee scale
- Complete physical exam /pap smear
- Contraceptive counseling and methods provided
- Immunizations

Maternity

- Low risks prenatal care provided by Duke Women's Health physicians
- Delivery at Duke Medical Center

Adult Health

- Immunizations

Communicable Disease/STD Clinic

Dental Health

- Dental exams and cleaning
- Sealants, prophylaxis, x-rays
- Fillings, crowns and extractions

In addition to our clinic services we offer:

Environmental Health Services

- Well and Septic Permit Tracking
- Private Drinking Water Well
- Water Sampling Program
- Onsite water protection program
- Road, lodging and intuitional sanitation

WIC (Women Infant and Children) Program

- Nutrition supplement program for eligible children ages 0-5 and pregnant mothers

Child Coordination for Children Program (CC4C)

- Provides services to at risk children ages 0-5 to increase better health outcomes

Pregnancy Care Management Program

- Professional care with a goal to help you have a healthy pregnancy and healthy baby

Health Education

- Health Promotion and Resources

Public Health Preparedness Services

- Natural Disasters and Bioterrorism
- Family Preparedness and Outbreaks
- Resources

Home Health Services

- The oldest and most experienced provider in the county
- Provide services to the sick, injured or disabled if ordered by their doctor
- Provides the following services to the Franklin and surrounding counties:

1. Skilled Nursing
2. Physical Therapy
3. Occupational Therapy
4. Speech Therapy
5. Medical Social Work
6. Home Health Aide Services

*We accept most insurance or private pay.
24/7 On-Call service to meet your needs!*



Distribution Plan

This document will be disseminated to the public within 60 days of NC DHHS approval. The report will be distributed via the following methods:

- The Franklin County Board of Health will receive copies after the report is submitted to the state.
- The Franklin County Board of Health will submit a letter to the Board of Commissioners to provide an update on the SOTCH after the report is submitted to the state
- This report will be available on the Franklin County Health Department's homepage, <http://www.franklincountync.us/services/health>, Franklin County libraries, and other community facilities in Franklin County.
- Community Partners linked to the CHA action planning will receive copies of the report
- Other methods will be determined by staff and community partners

For more information, please call 919-496-2533 or visit the FCHD website:

A Note from the Health Director

This State of the County Health Report is a brief of the tremendous amount of the work being done and to be done in Franklin County. As with most communities, Franklin County faces significant healthcare challenges, challenges that must be addressed by the entire community not just one organization or entity. Together, we can continue building community partnerships and relationships that will enhance the health of all of our citizens.

I invite you to join us in this endeavor and share in the **“wealth that is health.”**

Special Thanks:

Amanda Peoples, East Carolina University, Intern

Community Transformation Grant Project staff (Region 7)-The Community Transformation Grant (CTG) Project supports communities in the development and implementation of initiatives to create healthier communities and reduce chronic disease throughout North Carolina. The CTG project is funded by the Centers for Disease Control and Prevention.

Resources

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13. Franklin County Economic Development Commission. (September, 2013). Minutes. Retrieved November 21, 2013 from <http://www.franklincountync.us/services/edc>

Franklin County Health Department's Mission Statement

“Franklin County Health Department promotes healthy lifestyles and disease prevention activities in order to enhance the quality of life for the citizens of Franklin County. Health Department programs provide a holistic approach to healthcare, emphasizing physical, intellectual and emotional health. These programs include: Women’s Health, Maternity Care, Child Health, WIC (Nutrition), Communicable Disease, STD, Adult Health, Home Health, Environmental Health, Health Education and Dental.”

