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STATE OF THE COUNTY HEALTH REPORT

MONTGOMERY COUNTY

VOLUME 1, ISSUE 1

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Montgomery County At A Glance



Demographics	Montgomery County	North Carolina
*Population, 2009 estimate	27,745	9,380,884
* <u>Ethnicity</u> (2009) White Persons, Not Hispanic: Black Persons: Hispanic or Latino Persons: Asian Persons: Other:	61.4% 19.4% 16.5% 2.0% 0.7%	66.8% 21.6% 7.7% 2.0% 1.9%
*Median Household Income (2008)	\$37,180	\$46,574
*Per Capita Income, 1999	\$16,504	\$20,307
*Persons Below Poverty, 2008	19.6%	14.6%
**Unemployment Rate— (September 2010) (March 2010)	12.2% 14.1%	9.6% 11.1%
Percent of Children:		
***In Poverty (2007) (2008)	23.7% 28.3%	19.5% 19.9%
***Without Health Insurance (2007)	19.9%	13.1%
***Enrolled in Free and Reduced Lunch (2007)	79.1%	54.8%

*Source: US Census Bureau

**Source: www.ncesc.com

***Source: www.ncchild.org

Montgomery County Priority Areas

In 2008, representatives from many agencies and organizations in the county collaborated to complete a Community Health Assessment. This multi-phase project included collection and analysis of data gathered from community opinion as well as state and local sources. Once this information was gathered, a community forum was held, and the following three areas were chosen as priority health issues for Montgomery County: **(1) Teen Pregnancy (2) Obesity and (3) Physical Activity and Recreation Opportunities.** Although the county does not have a certified Healthy Carolinians organization in place, a collaborative group initiated by FirstHealth of the Carolinas is in place and meets regularly. Members of this committee are listed on page 12 of this publication. This group, called the Montgomery 2020 Vision Committee, partnered in June 2009 to develop action plans to address these key areas. These plans can be viewed by visiting the Montgomery County website. Progress toward these goals is highlighted in this report, along with a review of mortality and morbidity data and other emerging health issues.



“Cancer and heart disease have consistently ranked highest in their toll on the people of North Carolina” State Health Director Jeff Engel said. “For the most part, these are preventable diseases, so we must continue to educate our citizens about lifestyle changes they can make to stay healthier.”



The N.C. Division of Public Health reports that cancer is now the leading cause of death in North Carolina and Montgomery County. According to newly released 2009 statistics, cancer claimed the lives of 62 people in Montgomery County during 2009. Heart disease was responsible for 49 deaths in the county.

North Carolina and Montgomery County share the top two leading causes of death, but Cerebrovascular disease is 3rd for the state, followed by chronic lower respiratory disease, and unintentional injuries. Chronic Lower Respiratory Disease is the third leading cause of death for the county, followed by Cerebrovascular disease and Alzheimer's disease.

Mortality in Montgomery

2009 North Carolina Leading Causes of Death	Montgomery County	North Carolina
Total Deaths	889.8	820.1
Cancer	221.6	186.3
Heart Disease	175.1	182.6
Chronic Lower Respiratory Disease	60.8	46.1
Cerebrovascular Disease	50.0	46.8
Alzheimer's Disease	42.9	28.2
All Other Unintentional Injuries	39.3	29.5
Diabetes Mellitus	28.6	22.5
Unintentional Motor Injuries	28.6	14.9
Kidney Disease	17.9	19.5
Suicide	17.9	12.4
Septicemia	14.3	14.0
Homicide	14.3	6.0
Pneumonia/Influenza	10.7	18.3
Chronic Liver Disease	3.6	9.9
HIV Disease	0.0	3.8

Source: North Carolina State Center for Health Statistics

2005-2009 Leading Causes of Death by Age Group

Source: North Carolina State Center for Health Statistics

Rank	00-19 Years	20-39 Years	40-64 Years	65+ Years
1	Perinatal Conditions	Motor Vehicle Injuries	Cancer	Heart Disease
2	Motor Vehicle Injuries	Unintentional Injuries	Heart Disease	Cancer
3	Birth Defects	Homicide	Unintentional Injuries	Chronic Lower Respiratory Disease
4	Unintentional Injuries SIDS	Cancer	Chronic Lower Respiratory Disease	Cerebrovascular Disease
5	Heart Disease/ Chronic Lower Respiratory Disease/Suicide	HIV Heart Disease	Diabetes Suicide	Alzheimer's Disease

The table above reveals that heart disease is a leading cause of death for all age groups in Montgomery County.



Infant Mortality Rates Drop

The N.C. Healthy Start Foundation explains “that infant mortality is the death of a baby before it’s first year of life. Infant

mortality rates are the number of infant deaths for every 1,000 live births within a given time frame (usually a year). Infant mortality is thought to be a social problem with medical consequences and is often considered a measure of the general health of a community”. In 2009, North Carolina’s infant mortality rate was the lowest in the state’s history. 7.9 babies died in 2009 for every 1,000 born alive. This is down from 3.7% from 2008 (8.2 death/1,000 live births) and 37 percent since 1988 when North Carolina had the highest infant mortality rate in the nation. Montgomery County rates mimic the state trend and have dropped to 6.3, which is lower than the state rate. The N.C. Healthy Start Foundation also reports the three major causes of infant death to be prematurity and low birth weight, birth defects and Sudden Infant Death Syndrome (SIDS). Of increasing concern is the difference in death rates between babies of different races and ethnicities. In Montgomery County the white fetal death rate is only 4.1, as compared to the minority fetal death rate of 13.0. The Montgomery County Health Department continues to provide the “BabyLove” care coordination program. Through this initiative, a nurse recruits pregnant women to participate, and then follows them through their pregnancies ensuring the women are obtaining health care and assisting them with a variety of pregnancy-related issues. The free program is available to all pregnant women, and Spanish interpreters are available to assist the Hispanic population. The Montgomery County Health Department employs two BabyLove maternity care coordinators, and averages a monthly total caseload of about 75 women, roughly 33% of which are black, and 33% are Hispanic.

Source: North Carolina State Center for Health Statistics

Additionally, five local organizations (Montgomery County Partnership for Children, Montgomery County Cooperative Extension Service, Montgomery

County Health Department, FirstHealth of the Carolinas, and Stanly Regional Medical Center) partner annually to host a pregnancy fair to link pregnant women with a variety of local resources.

Risk Factors (2004-2008):	Montgomery	North Carolina
Births to Mothers Who Smoked Prenatally	13.0%	11.5%
% of Women Receiving Prenatal Care in the First Trimester	76.1%	82.1%
% of Short Intervals Between Births	11.2%	12.7%
Mothers Under 30 with High Parity	21.6%	18.0%
Mothers Over 30 with High Parity	26.1%	20.0%

Morbidity Rates in Montgomery Lower than State Rates

	Mont.	NC
2007 Hospital Discharges with Primary Diagnosis of ASTHMA		
• All Ages	65.1	115.4
• 0-14 years	87.7	151.9
AIDS Rates (2003-2007)	9.5	12.0
Chlamydia Rates (2009)	233.9	474.2
Gonorrhea Rates (2009)	76.8	160.6
Primary and Secondary Syphilis Rates (2004-2008)	0.7	3.1
Tuberculosis Rates		
2005	40.2	3.8
2006	59.6	4.6
2007	14.1	3.8
2008	10.7	3.6
2009	3.5	2.7

Source: North Carolina State Center for Health Statistics

Morbidity refers to the relative incidence of a particular disease or illness in a given area.

The table above shows that Montgomery County rates are lower than the state rates for all types of communicable disease with the exception of tuberculosis (TB). Even though TB rates continue to be higher for the county, rates for the past three years have dropped. The total cancer incidence for the county is 436.8, and is lower than the total cancer incidence rate for the state which is 484.7. Montgomery County creeps above state rates only in the area of lung/bronchus cancer rates. Hospital utilization reports, which can be accessed at the North Carolina State Center for Health Statistics website indicate the top three leading causes of hospital admissions for Montgomery County residents are cardiovascular and circulatory diseases, respiratory diseases, and digestive system diseases.



Montgomery Smiles Again!

In September 2010, Montgomery County Schools collaborated with various local dentists to implement the Montgomery Smiles Again! project. The purpose of the project is to increase the number of children in Montgomery County who receive dental care. Participating children have the opportunity to ride the bus to a local dental office to receive preventive care such as a cleaning, exam, fluoride, and sealants. If the child has decay, the dentist will provide that treatment as well.

If you have questions or would like more information about the Montgomery Smiles Again program, please contact Larry Jenkins at the Montgomery County Schools Administration Office at 910-576-1742.

Emerging Health Issues

Montgomery Free Care Clinic Now Open.

Access to care is always an issue in Montgomery County due to several factors which include but are not limited to lack of providers, transportation issues and high rates of uninsured individuals. To further complicate these issues, in 2010, a primary care provider office in Star closed the practice. A group of concerned citizens and organizations worked together in 2010 to leverage funding to establish a Free Care Clinic in Montgomery County. The steering committee included representatives from a local bank, an attorney's office, the Town of Biscoe, local health care providers, FirstHealth Montgomery Memorial Hospital, faith communities and community leaders. The

steering committee worked collaboratively under the leadership of the Executive Director, Breon Allen, to establish policies and procedures, and recruit volunteers in order to open the clinic. On September 28, 2010, the Montgomery Free Care Clinic, which is located in Biscoe, officially opened to treat patients. The clinic functions through volunteerism from providers, nurses and community members. The clinic is open on Tuesday nights for approximately eight patient visits per week. To date, the clinic has seen individuals with chronic disease conditions as well as individuals in need of acute care. Montgomery County Free Care Clinic has assisted unmanaged hypertensive individuals with blood pressures as high as 220/180, uncontrolled asthma patients, and uncontrolled diabetic patients with glucose readings over 300 and HbA1c of 14 (normal is 6). The clinic Board of Directors continues to actively seek additional funds to expand clinic hours and to obtain paid provider staff, which will guarantee additional clinic hours. For more information on the Montgomery Free Care Clinic, please contact Breon Allen, Executive Director by emailing allen@ac.net or calling (910) 428-9020.



Montgomery Free Care Clinic in Biscoe

Food Safety Education.

Food safety education is essential to the prevention of food borne illness in the United States. According to the Centers for Disease Control, an estimated 76 million illnesses, 322,914 hospitalizations, and 5,194 deaths are attributed to food borne illness in the United States each year. Consumers view the Cooperative Extension Service as the experts in food safety information. As more people look at growing and preserving their own food, the Montgomery County Cooperative Extension Service has been working to offer more classes to help them practice safe growing, harvesting, and preserving of the food they grow. The Family Consumer Science Agent in Montgomery County has worked to provide a series of classes including Basic Food Safety; Canning and Freezing Basics; and What to do with all these Tomatoes. The agent has also written a newspaper article on the importance of getting your Pressure Canner tested each year and offers this as a free service to the community during canning season. This year Montgomery County Cooperative Extension has tested 22 pressure canners with the dial type gauges. The average cost of one case of food borne illness is \$612. This free service could potentially result in a savings of a minimum of \$13,464 due to the prevention of food borne illness cases. For more information on Food Safety, contact Molly Alexi, Montgomery County Cooperative Extension Service Director by calling 910-576-6011 or emailing her at molly_alex@ncsu.edu.

More Chlamydia Cases in 2010 than 2009.

While the Chlamydia cases for the state have consistently increased from 2008-2010, the number of cases in Montgomery County have been less stable. From January through September in 2008, Montgomery had 69 confirmed cases. That number dropped in 2009 to just 52, but rose dramatically back to 73 confirmed cases in 2010 for the same time period. North Carolina case numbers are 28,313 for 2008; 32,982 for 2009, and 34,088 for 2010. For more information on Chlamydia, STDs or other Communicable Diseases in Montgomery County, contact Mary Perez at the Montgomery County Health Department at (910) 572-1393x293 or emailing mary.perez@montgomerycountync.com.

Priority Issue: Teen Pregnancy

MONTGOMERY COUNTY at a Glance

2009

	Mont. Cty.	NC
Adolescent pregnancies among 10-14 year olds	1	324
Rate per 1,000 girls aged 10-14 years old	**	1.1
Adolescent pregnancies among 15-19 years old	58	18,142
Rate per 1,000 girls aged 15-19 years old	62.5	56.1
NC county ranking (1st highest-100th lowest)	38	—
% of pregnancies that were repeat pregnancies	25.9	28.6

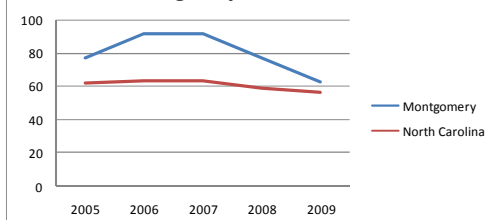
2008

	Mont. Cty.	NC
Adolescent pregnancies among 10-14 year olds	0	376
Rate per 1,000 girls aged 10-14 years old	0	1.3
Adolescent pregnancies among 15-19 years old	68	19,398
Rate per 1,000 girls aged 15-19 years old	76.8	58.6
NC county ranking (1st highest-100th lowest)	19	—
% of pregnancies that were repeat pregnancies	36.8	28.4

Source: Adolescent Pregnancy Prevention Campaign of North Carolina

**Rates based on fewer than 20 cases are statistically unreliable and are not presented.

Teen Pregnancy Rates, 2005-2009



Experts credit the increased use of targeted evidence-based teen pregnancy prevention programs as one cause of the improvement in pregnancy rates. The Montgomery County Health Department used funds from the Kate B. Reynolds Charitable Trust to implement the Teen Outreach Program beginning in 2007. At the conclusion of that grant cycle, the department applied for and received \$260,000 in funding from the N.C. Division of Public Health's Teen Pregnancy Prevention Initiative (TPPI) to continue the program in both high schools in

the county for four more years. Additionally, the health department will expand the program by implementing it in Camp E-Ku-Summe beginning in January 2011. To date, 19 classes have been conducted between East and West High School, with a total of 362 students participating and graduating from TOP. All outcome goals and objectives were met and often exceeded each year. These objectives included measuring lifestyle changes, knowledge of risky behaviors, goal setting and community awareness. Out of the 362 students, it is estimated that 4 of the females became pregnant, 10 students left the school because they moved or were pursuing a GED, and one dropped out of school due to a pregnancy. It is important to note that at least 2 of the 4 girls were already pregnant at the time TOP classes started. A three year summary prior to implementation of the TOP program indicates: 30% of students reported already being sexually active; 20% reported having been suspended from school; 12% reported having used illegal drugs; 30% reported having used alcohol; 30% reported having ever participated in community service. A Teen Advisory Council has been established which is made up of students from both high schools that have graduated from the TOP program. The Teen Advisory Council helps to plan outreach and education activities. An adult TOP Community Advisory Council has been in place since the beginning of the TOP program, and in September 2010, the group formally expanded to serve as the lead task force for addressing teen pregnancy in Montgomery County, and is now called Montgomery County Teen Pregnancy Prevention Community Advisory Council. The council will continue to oversee the TOP program but will also seek out other strategies to address the issue that will have a larger target population. **For more information on how to become involved with the council, please contact Cathy Kennedy, TOP Program Manager by calling her at the Montgomery County Health Department at (910) 572-1393 or emailing cathy.kennedy@montgomerycountync.com.**

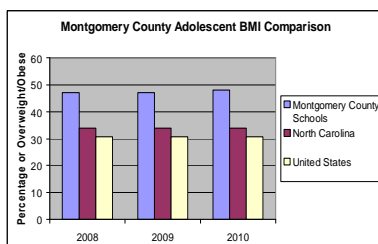
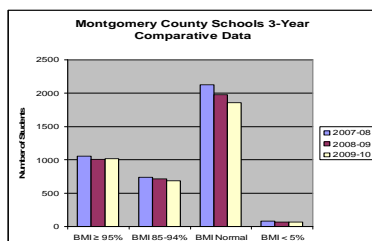
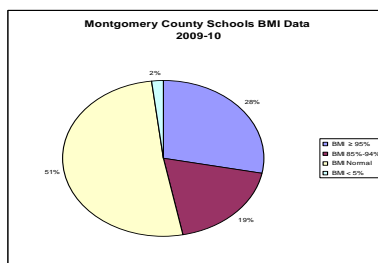
Teen Pregnancy was identified as a health priority for the county during the Community Health Assessment process in 2008. In 2009, action plans were adopted to address the issue between 2008 and 2012. Included in the plan were (1) marketing and educational outreach activities directed at parents, students and community members, (2) the establishment of a Teen Pregnancy Prevention Council of Montgomery County comprised of participants from at least three county organizations and agencies, and (3) the continued implementation of the Teen Outreach Program. To date, the council has been established and the TOP program is still moving forward. State and local data show that we are moving in the right direction, as tremendous drops in teen pregnancy rates and repeat teen pregnancy rates have been demonstrated. Although these successes should be celebrated, it is important to note that the problem is far from being solved. Even with these improvements, North Carolina still has the 14th highest pregnancy rate in the nation.

Childhood and adult obesity was also chosen as a community health priority for the years 2008-2012 in Montgomery County. The action plan to address this issue includes (1) Marketing Activities in a variety of settings targeting a variety of audiences, (2) Implementation of the Nutrition and Physical Activity Self-Assessment for Child Care Centers (NAP-SACC Project), (3) Implementation of the Healthy Living Every Day (HEED) classes, (4) Ongoing Educational and Outreach Activities, and (5) Body Mass Index Measurements for Students. Data shown in the following pages will show that obesity rates continue to be a problem for both adults and children in the county, but that tremendous work is being done to meet the goals outlined in the action plan.

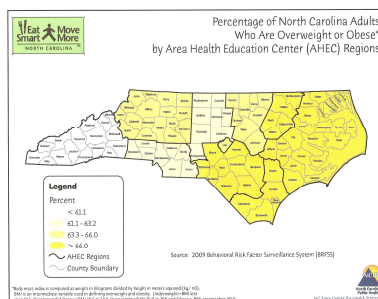
New Obesity Initiatives Include:

- People Living Active Year-Round (PLAY)
- Film Screenings
- Food Safety and Nutrition Education program
- Tailgate Markets
- Classroom Celebration

Priority Issue: Child and Adult Obesity



(US/NC Data - Childhood Obesity Action Network, State Obesity Profiles, 2008)



Childhood obesity is currently at epidemic proportions in the US with 30% of children ages 2-19 being overweight or obese (Ogden et al., 2010). For adolescents, the percentage of overweight/obesity is 30.6% nationally, with North Carolina adolescents slightly higher at 33.9% (Childhood Obesity Action Network, State Obesity Profiles, 2008). Unfortunately for Montgomery County, currently 48% of our adolescents are overweight or obese, much higher than the state and national averages. According to the CDC, 2010, the consequences of childhood obesity are numerous, with increased risk of serious early-onset adult diseases such as diabetes, hypertension and elevated cholesterol levels that contribute to heart disease, and other serious diseases such as asthma, sleep apnea, fatty liver disease and orthopedic issues. In addition, psychological implications include stigmatization and low self-esteem (CDC, 2010), and increased risk for anxiety, depression and suicidality (Swahn et al, Journal of Adolescent Health, 2009). The FirstHealth Montgomery County School Health Centers (SHCs) have collaborated with Montgomery County Schools for three consecutive years to collect BMI data on all students in the system. These data have been compiled for the past three school years and have provided the impetus for developing strategies to address the childhood obesity epidemic that is rampant in Montgomery County. The FirstHealth Montgomery School Health Centers have developed targeted program such as HEAP "Healthy Eating Active Play" for specific grades with high percentages of overweight and obese students. Additionally, as a result of the 2020 committee collaboration, an after school program was developed for West Middle School last school year that included nutrition education, physical activity and End of Course test preparation and was felt to be very successful. Tremendous work is being done throughout the county to address the obesity issue for adults and children (more information can be found in the upcoming pages of this report). Although the overweight/obesity rate among Montgomery County students currently remains high, overall at 47%, we are beginning to see some positive trends. During the 2009-2010 school year, there was a 4% decrease in obesity at West Middle School, with both East and West Montgomery High Schools decreasing their obesity percentages by 2%. For students at the SHCs who received 2 or more nutritional counseling visits, during the 2009-2010 school year, 90% of the students decreased their BMI at East Middle School, and 86% of the students at West Middle School decreased their BMI, with similar results for the 2008-2009 school year. There is still much work to be done, but with a continued collaborative approach, it is felt that we will continue to see positive results with the ultimate goal of decreasing the number of overweight and obese students in Montgomery County. **Adult Data.** According to the 2009 Behavioral Risk Factor Surveillance System, almost 64% of respondents in the Piedmont region (of which Montgomery County is a part) responded that they have a body mass index that is greater than 25, which is classified as overweight or obese. Further breakdown shows that 77% of males, 57% of females, 61% of white respondents, 75% of African American respondents, and 72% of Hispanic respondents all indicate being overweight or obese according to their BMIs. Therefore, it is imperative that the work in our county focuses on decreasing obesity rates in both children and adults— and activities that can overlap and reach both target groups at once are also favorable.

For more information about childhood obesity, or the BMI studies, please contact Regina Smith, MSN, FNP-C, by calling her at either 910-428-9392, 910-572-1979 or emailing RPSmith@firsthealth.org.

For more information on obesity statistics, visit www.eatsmartmovemorenc.com.

Outreach and Education about Obesity

Healthy Eating Every Day.....The Happy Kitchen

Healthy Eating Every Day (HEED) is a 12-week program consisting of one hour weekly sessions. Class content focuses on assisting individuals in developing the skills for diet-specific behavior change using evidence based curriculum. Food models, taste tests, cooking demonstrations, HEED Bingo, field trips to local grocery stores and promotion of local Farmer's Markets and recipes supplement class materials. After serving 24 participants in one class, HEED phased out this year due to the popularity and success of The Happy Kitchen program. The Happy Kitchen/La Cocina Alegre™ teaches participants to prepare tasty, healthy and inexpensive meals that provide good nutrition for participants and their families. The 90 minute weekly sessions use the USDA food pyramid and focus on a different food group each week. In each class, a recipe is prepared using seasonal, minimally processed, whole foods and participants are provided the recipe ingredients to take home and prepare with their family. Along with the meal preparation in class, nutrition education is provided each week. Recipe ingredients are purchased through local farmers markets and farm co-ops/ Community Supported Agriculture (CSA). Participants learn how to buy and prepare fresh local foods. Additionally, the translated materials have allowed Healthy Living in the Mid-Carolinas to conduct classes in Spanish. Eight Happy Kitchen classes, with a total of 86 participants have been conducted in Montgomery County in 2010. For more information about Healthy Living Every Day, or the Happy Kitchen, please contact Linda Harte, with FirstHealth of the Carolinas by calling (910) 255-3643, or emailing lharte@firsthealth.org.



"I used the food dietary sheets and started writing down all the foods I ate. I now eat more fresh fruits and vegetables, whole grains, frozen fruits and veggies, and wash canned veggies. I have lost 8 pounds!"
~Happy Kitchen Participant

"I have a more positive attitude toward exercising every day."

"I have become more aware of idle time and now try to get at least 10,000 steps per day."

~PLAY participants

Active Living Every Day.....People Living Active Year-Round

Active Living Every Day (ALED) is a 12-week program consisting of one-hour weekly sessions, focused on developing the skills to increase physical activity. An evidence-based curriculum is utilized, and class work is supplemented with Eat Smart, Move More NC materials. Field trips to local walking trails, parks and gardens are also included in the program. One ALED class with 26 participants was conducted this year. The ALED Program is being phased out due to the success of a pilot program called "PLAY"- People Living Active Year-Round. Due to the popularity and improved retention and improvement rates with the newly added Happy Kitchen class and its format, a 6-week, interactive physical activity program called PLAY was developed and pilot tested. The 6-week format incorporates not only the behavior change model, but also has an interactive component where participants are actively engaged each session with a 10-15 minute activity. Activities were chosen to reflect the 2008 Physical Activity Guidelines for Americans issued by the Department of Health and Human Services. Two PLAY classes have been conducted with a total of 43 participants in Montgomery County in 2010. For more information about Active Living Every Day, or PLAY, please contact Linda Harte, with FirstHealth of the Carolinas by calling (910) 255-3643, or emailing lharte@firsthealth.org.

Sites include:

Green Ridge Elementary School, First Wesleyan Church, Monarch, Gilbralter, Cooperative Extension, Wesleyan Homes, Senior Center, Montgomery Community College, and Candor United Methodist Church.

Outreach and Education about Obesity

Color Me Healthy



Marketing Activities

Various 2020 Vision Committee members have promoted the 7 Key Messages of Eat Smart, Move More North Carolina in a variety of venues. An informational display board was created at the Health Department and committee members used it in community events and health fairs throughout the county. Handouts downloaded from eatsmartmove-morenc.com were also distributed at these events.

The Family and Consumer Science, with the Montgomery County Cooperative Extension Service, provided 27 teachers with the Color Me Healthy training this year. Each teacher received a \$65 kit free of charge. One hundred percent said they learned something new and planned to implement the program with the children with whom they work. Using Color Me Healthy in the classroom increases recognition of fruits and vegetables, willingness to try new foods, and increases physical activity in children. Increased fruit and vegetable consumption and increased physical activity are two behaviors consistent with a healthy weight. Adopting these behaviors early in life is associated with lifelong adoption of healthy eating and physical activity. One teacher commented, "Not only will Color Me healthy help my students, but I am going to implement it at home as well." Over 258 young children in Montgomery County will benefit from this training. The Cooperative Extension Service has also received grant funding that will allow them to teach a version of the Color Me Healthy program to all kindergarteners at Troy and Green Ridge Elementary schools in the spring of 2011. This nine week program will introduce children to lots of tasty fruits and veggies and fun ways to be active. For more information about Color Me Healthy, please contact Molly Alexi, Director of the Montgomery County Cooperative Extension Service, by calling (910) 576-6011 or emailing molly_alex@ncsu.edu.

Eat Smart, Move More, Weigh Less.

A series of weekly classes designed to help participants achieve and maintain a healthy weight through lifestyle changes, was offered to Montgomery County Employees during the Spring of 2010. Ending on April 28th, six employees and the instructor lost a collective total of just over fifty pounds, and many lost inches and saw decreases in blood pressure. Almost all participants reported leading a more active lifestyle and increasing their consumption

of fruits and vegetables, while decreasing their consumption of unhealthy foods and decreasing portion sizes to the proper levels. Food and Activity Journals, Meal Planners, Wipe-Off Boards, motivational magazines, and other learning materials were distributed through the series. Other than the documented health benefits, participant evaluation forms reflected enjoyment of the class and the group support offered through the program. One member stated, "I really enjoyed the program. I learned a lot about changing our eating habits and calorie content. It helped my husband also— he lost

more weight than I did! " A class reunion was held in June, and all participants reported maintaining their weight, and some have continued to lose weight. Offered through the cooperation of the Montgomery County Employee Wellness Committee and the Montgomery County Health Department, the series will be offered again if there is enough employee interest. The program is also available to other businesses, organizations or groups in the county by contacting Rhonda Peters at the Health Department: rhonda.peters@montgomerycountync.com.

Film Screenings and Panel Discussions

Sustainable Sandhills is a nonprofit organization dedicated to conserving the natural resources of the eight county region surrounding Ft. Bragg. Through education, demonstration, and collaboration, they are changing the ways people live, work and play. Sustainable Sandhills partnered with the 2020 Vision Committee to host two film screenings and panel discussions— one for "Fresh! The Movie" and one for "Two Angry Moms." FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Each has witnessed the rapid transformation of our agriculture into an industrial model, and confronted the consequences: food contamination, environmental pollution, depletion of natural resources, and morbid obesity. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet. Two Angry Moms showcases the experiences of two women who were determined to make changes in the foods offered in their local schools. The movie shows not only what is wrong with many school foods, it offers strategies for overcoming roadblocks and getting healthy, good tasting, real food into school cafeterias. The movie explores the roles the federal government, corporate interests, school administration and parents play in feeding our country's school kids. In Montgomery County, the Two Angry Moms video was followed by a discussion facilitated by Kea Meachem, with Sustainable Sandhills, and featured local experts including a parent, and representatives from Cooperative Extension Service, Montgomery County Schools Child Nutrition Program, Healthy Vessels, Montgomery County Schools Nurse, and the Montgomery County Health Department. For more information on the movies, or on the Sustainable Sandhills Program, contact Kea Meacham at keam@sustainablesandhills.org.



Food Safety and Nutrition Education

In Montgomery County, 30% of children and youth are known to be overweight or obese and 74% do not consume the recommended vegetable servings daily. A food Safety and Nutrition Education 10-week program was conducted at one elementary school by the 4-H Youth Development and Family and Consumer Science Agents. There were 65 students participating who increased their knowledge of healthy snack preparation, proper hand washing techniques, prevention of food-borne illness and how to read food labels. Teachers in all classes reported students reading more food labels and making better choices in choosing lunches and snacks. According to one teacher, the students have become far more conscious of making sure they wash their hands and taking more time with the process.

Others observed the students increasing their physical activity. For more information about the program, contact Chrissy Haynes, 4-H Youth Development Agent, by emailing chrissy_haynes@ncsu.edu.



Policy and Environmental Changes Regarding Obesity

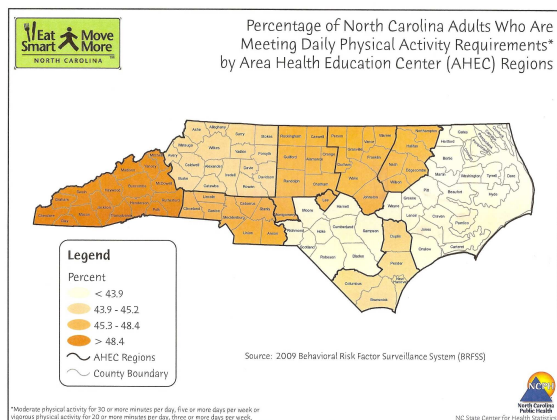


Sponsored by the Montgomery County Employee Wellness Committee and the Montgomery County Cooperative Extension Service, the Montgomery County Tailgate Market opened on Tuesdays and Fridays in June 2010 and will continue as long as there is interest and participation by vendors and shoppers. The market is open to any vendor in Montgomery County and aims to increase access to fresh produce. Studies have shown that easier access increases the average consumption of fruits and vegetables, which in turn leads to their achievement and maintenance of a healthy weight. Additionally, a farmer's market opened at Montgomery Community College and is available on Wednesdays from 3:30 until 6:30. For more information on the Montgomery County Tailgate Market, contact Brenda Caudill, Montgomery County Employee Wellness Committee Chair by calling (910) 572-1393 x264 or by emailing her at brenda.caudill@montgomerycountync.com. For more information on the market at Montgomery Community College, please call Gay Roatch at 910-576-6222 x209 or by emailing her at roatchg@montgomery.edu.

Classroom Celebration Policies. A total of eight elementary school teachers in Montgomery County have passed "Classroom Celebration Policies". These policies assure that teachers intend to encourage healthy celebrations and parties in their classes during every school year. The policy states that classroom snacks and celebrations should reinforce the importance of healthy choices. By encouraging more nutritious snack choices, in the proper portion sizes, teachers can help improve the health of their students, which in turn, will help them succeed academically. In addition to the food personally offered by teachers, signing these policies shows their intention to encourage parents to provide healthy snacks when they bring food into the classroom. It is important to note that these policies do not ban or forbid any items from being brought in, but simply encourages more healthful choices. By signing these policies, teachers are not becoming "food police" but are simply attesting that they recognize the importance of healthy food choices, and will encourage their presence in their classroom. In addition to the eight teachers who have already signed policies, many other teachers are considering their adoption. The Montgomery County Health Department has worked with all of these teachers to provide them with parent letters (both in English and Spanish) explaining the policy to families, and also giving teachers promotional items to display in their classrooms. If you are interested in passing a similar policy in your class, please contact Rhonda Peters at the Montgomery County Health Department by emailing rhonda.peters@montgomerycountync.com.

Church Promises to Provide Healthy Foods and Be More Active. In collaboration with the Sparrow Project, Belford Baptist Church passed policy to show their concern about the health of their members. People have become more and more interested in eating better and being more active. Heart disease, cancer, and stroke are largely affected by what people eat and how active they are. Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance, as well as reduced risk of chronic diseases, injury and perception of stress. Foods such as fruits, vegetables, whole grain breads and pastas, and low fat dairy products are better choices for preventing many diseases. As such, effective June 2010, Belford Baptist Church adopted a policy to include opportunities for physical activity in activities and events sponsored by the church and that events will always include one or more healthier foods items such as fruits and/or vegetables, lowfat milk and dairy products, and foods made from grains. For more information on the Sparrow Project, contact Alice Stradford by emailing alice.stradford@co.roberson.nc.us.

Priority Issue: Physical Activity and Recreation



Data for Montgomery County is depicted in the map on the left as a part of a region where participants responded to the 2009 Behavioral Risk Factor Surveillance System (BRFSS). According to this data, less than 50% of adults reported meeting daily physical activity requirements. Additionally, results from the 2009 Youth Behavioral Risk Factor Surveillance System indicate that 51.9% of high school students in our region report not being physically active for a total of at least 60 minutes on five or more days of the week. 41.6% of middle school students also reported not meeting the physical activity guidelines.

Physical activity and recreation was chosen as a community health priority for the years 2008-2012 in Montgomery County. The community adopted an action plan to address this issue, and included marketing activities, implementation of the Sports, Play and Active Recreation for Kids (SPARK) program, and implementation of the Healthy Eating Active Play (HEAP) program. The SPARK program is currently functioning in the school system, and HEAP is scheduled to resume in 2011. Marketing activities have been conducted throughout the community during the year. The majority of the work done in Montgomery County in 2010 to address physical activity is outside the realm of planned initiatives included in the plan of action adopted by the community for 2008-2012 but has strong potential to increase physical activity opportunities in our county.

Grant Awarded- "East Middle School Students Eat Smart and Move More"

In May 2010, Montgomery County Health Department collaborated with Montgomery County Schools, FirstHealth 2020 Vision Committee, Town of Biscoe, FirstHealth School Based Health Centers, and others to submit a grant proposal to the Eat Smart, Move More North Carolina community grant program. With full support from Dr. Donna Peters, MCS Superintendent (at that time), and Joan Frye, principal at East Middle School, the "East Middle School Students Eat Smart and Move More" proposal requested funds to construct a 1/2 mile walking trail on school campus and implement an after-school walking club.

In June 2010, the Montgomery County Health Department received notification that the application was selected to be awarded funding. The Eat Smart, Move More NC Community Grants program awarded a total of \$300,000 to twenty health departments and

their partners across the state to get and keep at-risk adolescents ages 9-14 moving more and sitting less. Montgomery County received a total of \$18,000, with \$1100 to be dispersed during the 2010-2011 fiscal year, and the remaining \$16,900 to be dispersed during the 2011-2012 year. For the first time, the Eat Smart, Move More NC community grants are being awarded for a two year cycle to study the impact the grants are having in the communities that receive them. The Robert Wood Johnson Foundation awarded funding in the fall of 2009 to the N.C. Division of Public Health's Physical Activity and Nutrition Branch to work with East Carolina University's Department of Public Health in evaluating the program. Montgomery County will receive funding for data collection in 2010-2011 and for program implementation in 2011-2012.

As part of the data collection process, in November 2010,

EMS students were asked (with parental permission) to complete surveys indicating their current physical activity habits. Of those completing the survey, 69 students were randomly chosen to wear accelerometers continuously for one week. Results from this data collection will be available in March of 2011. This process will be repeated in the fall of 2011 and 2012.

"East Middle School Students Eat Smart and Move More" has been conceptualized to include a project team that will oversee all facets of the intervention, with task forces specific to construction and development of the trail and implementation of the walking program. For more information on this project, or if you would like to help, please contact Rhonda Peters at the Montgomery County Health Department by emailing rhonda.peters@montgomerycountync.com.

Destination E

Eating Right
Exercising Often
Enjoying School Success

In the spring of 2010, members of the FirstHealth 2020 Vision Task Force partnered with West Middle School to offer "Destination E: Eating Right, Exercising Often, Enjoying School Success". The twelve week after school program met three times each week and provided students the opportunity to receive tutoring and academic help to prepare them for end of grade testing, as well as to engage in physical activity and receive

nutritional education. Christina Turbeville, Nutrition Educator with the School Health Centers facilitated the project which averaged 80 participants, and included as many as 120 students on many days. After school, students met in the cafeteria and engaged in a ten minute nutrition lesson, followed by thirty minutes of a structured physical activity. Although original plans for the program included high school students mentoring the middle school students and leading in the activities, funding for transportation was cut halfway through the program and the high school students were no longer able to

participate. Nevertheless, program participants remained active during the time allotted and then enjoyed a healthy snack provided through the Child Nutrition Program with the Montgomery County Schools. As with most pilot projects, there were many lessons learned along the way, but overall the program was considered a success by project facilitators, teachers, and school administration. For more information on the program, contact Christina Turbeville, Nutrition Educator, by emailing cturbeville@firsthealth.org or Rocanne Leopper, 2020 Vision Committee Chair, by emailing rleopper@firsthealth.org.

New Physical Activity Initiatives Include:

- East Middle School Walking Trail
- Destination E
- Community Gardens
- GetFit StayFit
- Healthy Kids, Healthy Communities

Healthy Vessels Community Garden Started

On Thursday, May 27th, Covington Missionary Baptist Church, Body of Christ United and Youth Empowered Solutions (YES!) worked together to plan the Healthy Vessels community garden. The garden was planted at Covington Missionary Baptist Church, right outside of downtown Troy, NC. The purpose of a community garden is to create unity, increase physical fitness, provide access to fresh vegetables, provide resources for community members to grow their own gardens, and to empower youth to be a part of a community change. The first two garden beds were constructed with the help of Gordon Knowles, master gardener, and with funding support from the Robert Wood Johnson Foundation. The gardens were planted and overseen by the youth of Covington Missionary Baptist Church. The gardens have been very fruitful this summer producing tomatoes, potatoes, cucumbers, onions, bell peppers, green beans and watermelons. A portion of all vegetables has been given to local people in need and to help provide more access to fresh food options. Members of the 2020 Vision Committee have fully endorsed this project and similar projects. "We are proud of the work that's been done, and would love to see more community gardens throughout the county", stated Brenda Caudill, Health Educator with the Montgomery County Health Department and member of the 2020 group. For information about the Healthy Vessels community garden, please contact Cindy Taylor at (910) 571-8793.



GetFit Stay Fit. (MoCo in Motion and MoCo in Motion Mini Milers)



As the owner and operator of GetFit StayFit, Tammy Owens specializes in outdoor boot camp training. She teaches a 10 week class in the spring and fall of every year. On March 13, 2010, she established the MoCo in Motion Running Team which currently has between 20 and 30 members. They team has participated in several 5K races in Stanly County, Davidson County and Moore County. The team plans to run in an upcoming 5K/10K in Southern Pines in December and hopes

to race in the half marathon at Myrtle Beach in February of 2011. Under Tammy's guidance, Mechelle Smith leads the MoCo in Motion Mini Milers program, which is a running team open to children ages 8-15. This group meets once per week for group training. Tammy hopes to establish a walking team in Montgomery County in the near future. There are already more than fifty names on the list for this team and six walking coaches have been lined up to

assist with the project. This team will start out completing a 12 week walking program that will enable beginners to get moving. All teams are open to men and women, and currently there is no charge for the Mini Milers or the walking and running teams. For more information, please contact Tammy Owens by emailing getfitstayfit-bootcamp@yahoo.com and visit her website at www.GetFitStayFitbc.com.

Priority: Physical Activity *(continued)*

Healthy Kids Healthy Communities Project

In December 2009, the Robert Wood Johnson Foundation awarded FirstHealth of the Carolinas a grant to fund the Healthy Kids Healthy Communities project. FirstHealth received one of only fifty grants the Foundation awarded across the nation. Program sites in Montgomery County include Candor and Mt. Gilead and were chosen based on the high free and reduced lunch rates in these areas. The project aims to use the strengths and assets of communities in Moore and Montgomery counties to create policies and changes in the built environment that prioritize the health of our communities and result in the reduction of childhood obesity region-wide. Project members have been working this first year to form the coalition and identify community champions. Goals for the Healthy Kids Healthy Communities partnership include making policy and environmental changes; offering healthy food options at local corner stores in Candor; working with local farmer's markets, food co-op's, and community supported agriculture (CSA)s to accept EBT payments; working with local farmer's markets, co-ops, and CSA's to accept WIC food package vouchers and WIC farmer's market coupons; providing children and families with a safe environment to be physically active through the creation of "Parkway Sundays" events in Mt. Gilead and Candor; and developing a plan for connecting existing sidewalks and greenway trails from neighborhoods with high percentages of children to child centered locations (such as schools, parks, after-school programs) to encourage bicycle use and walkability. In November 2010, a "Play in the Park" event was held at Fitzgerald Park in Candor. The afternoon included a bike rodeo, zumba demonstration, warm-up and stretch, one mile fun run/walk, bike ride, cool-down/stretch, hula hoop contest, jump rope contest and dancing. In Mt. Gilead, the HKHC project has hosted a Parkway Sunday event, has placed a farmer in the parking lot of Food King, and is working on adopting a healthy foods policy for town sponsored events and concessions. **For more information about the Healthy Kids Healthy Communities initiative, please contact Cindy Laton, Project Coordinator by calling (910) 255-3645 or emailing claton@firsthealth.org.**



New Economic Initiative: Shop Montgomery 1st Campaign



The Montgomery County Chamber of Commerce/ Montgomery Economic Development Corporation has launched a new campaign "Shop Montgomery 1st". The point of this campaign is to encourage people to think local first. By shopping locally, people help rebuild the community— both by supporting neighbors and contributing to the local tax base. Shopping locally helps keep dollars in the local economy. Dollars spent in the locally-owned businesses have three times the impact in the community as dollars spent at national chains. According to the American Independent Business Alliance, \$45 of every \$100 spent locally stays in the community. If sales increased an additional 10 percent, that would generate \$500,000 for the county. The tax money goes toward improving libraries, schools, roads, fire services, parks, health care, and much more. Shopping locally enhances community well-being by sustaining communities, linking neighbors, and by contributing more to local causes. Shopping locally also creates more local jobs and increases the likelihood of important decisions being made by people who live in the community and feel the impact of those decisions. Shopping locally helps attract new businesses, fund local government, and give greater support to non-profit organizations. The Chamber of Commerce has added a "Montgomery County Yellow Pages" listing to their webpage so consumers can become aware of what is available in the county and know where to shop for those items. The yellow pages can be accessed at www.montgomery-county.com. **For more information on this initiative, please contact Judy Stevens, Executive Director of the Montgomery County Chamber of Commerce by calling 910-572-2575 or by emailing judy@montgomery-county.com.**

Dissemination Plan.

Copies of this publication will be disseminated to key stakeholders and community partners, including members of the 2020 Vision Committee, the Montgomery County Board of Commissioners, the Montgomery County Board of Health, and other contributors. The report will also be available to the general population for viewing at public libraries throughout the county and on the Montgomery County website: www.montgomerycountync.com. Press releases about this data will be distributed to local newspapers, and copies will be available for no charge, upon request by contacting Rhonda Peters at the Montgomery County Health Department- (910) 572-1393x265 or by emailing rhondapeters@montgomerycountync.com.

WANT TO BECOME INVOLVED?

See contact names and numbers included in this publication, or call the Health Education Staff at the Montgomery County Health Department for more information. (910) 572-1393 x264.



Members of the FirstHealth 2020 Vision Committee include Representatives from the following agencies and organizations:

- Community Representatives
- Faith-Based Representatives
- FirstHealth of the Carolinas
- FirstHealth School Based Health Centers
- Montgomery County Cooperative Extension Service
- Montgomery County Health Department
- Montgomery County Partnership for Children
- Montgomery County Schools
- Town of Mt. Gilead
- Troy-Montgomery Senior Center