



# ONSLOW COUNTY HEALTH DEPARTMENT

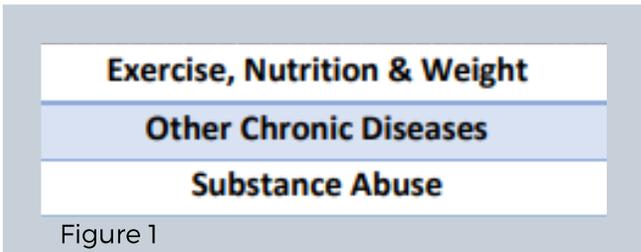
## 2019 STATE OF THE COUNTY HEALTH REPORT

# HEALTH CONCERNS AND PRIORITIES

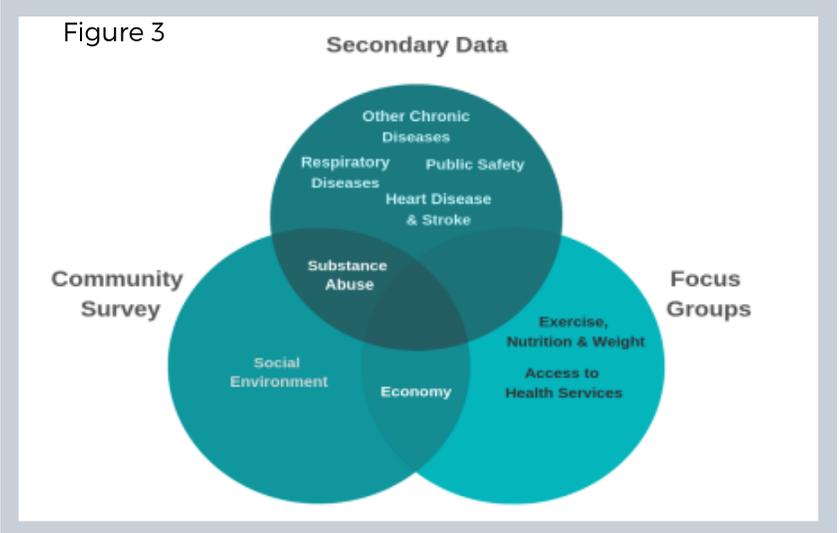
The 2018 Community Health Needs Assessment (CHNA) was developed through a partnership between the Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Health Eastern North Carolina (Health ENC), and Conduent Healthy Communities Institute (HCI). Health ENC commissioned Conduent HCI to assist with the collection and analysis of health statistics. This report describes the process and findings of comprehensive health needs assessment for the residents of Onslow County, North Carolina. The prioritization of the identified significant health needs has guided community health improvement efforts in Onslow County. Onslow County has outlined how they plan to address the prioritized health needs in its Community Health Improvement Plan.

## PRIORITIES

Key findings from responses to questions on the Community Health Needs Assessment surveys were integrated into a report by theme or topic area, with an emphasis on the most significant needs as evidenced by both primary and secondary data. In comparing the results of the survey with secondary data and available, or easily attainable resources Onslow County identified **Exercise, Nutrition & Weight, Substance Abuse** as well as **Chronic Diseases**, to include Diabetes, Rheumatoid Arthritis, and Kidney Disease as their priorities for the next three-ten years.



**Figures 1,2 & 3:** are from the 2018 Community Health Needs Assessment (CHNA). Figure 1 provides a list of the chosen activities that OCHD will work on for the next 1-10 years. **Figure 2:** identifies the 10 topic areas that scored highest across the three data sources. The five topics starred (\*) are the five topic areas with highest secondary data. **Figure 3:** is a Venn Diagram with the top needs from each data source; Secondary Data, Community Survey and Focus Groups.



# SHORT TERM (1-3 YEARS) - SUBSTANCE ABUSE COMMUNITY HEALTH IMPROVEMENT PLAN

Substance Abuse was selected as a short term Community Health Improvement Plan (CHIP). As a result of this CHIP, OCHD would like to see an increase of 4 percent, youth and adult participation in the Onslow County Health Department (OCHD) and Community Health Needs Assessment (CHAT) team initiatives and activities focused on Substance Abuse. OCHD and partners would also like to increase education with the military community, youth, and partners on substance use to include underage drinking, binge drinking, vaping, and opioid use.

DRINKING

VAPING &  
TOBACCO

OPIOIDS

## STRATEGY/ INTERVENTION

OCHD has and continues to be active in providing community awareness on the issues of binge drinking, tobacco use, and opioids in Onslow County. Last year, OCHD assisted in Red Ribbon Week activities, local Sticker Shock Campaign, and Alcohol Purchase Retail Survey with the Coastal Coalition for Substance Abuse (CCSAP) and Community Prevention. OCHD led a Substance Abuse National Night Out survey and surveyed over 350 attendees on the current drug environment in Onslow County. In October, OCHD partnered with the Jacksonville Youth Council to conduct a round table discussion on the health hazards of vaping, and in March 2020 OCHD will be presenting to various Onslow County Schools on the vaping.

Last year, OCHD participated in Operation Medicine Drop in partnership with Safe Kids Onslow and CCSAP. The goal of this event is to encourage the public to safely dispose of unused, unwanted, and expired medication. OCHD is currently conducting an Opioid Awareness Social Media Campaign that will conclude this May during National Prevention Week with the launch of a community Public Service Announcement.

Spotlight Discussion

# Vaping

**Social image**  
Trying to quit smoking  
It looks cool  
Healthier than cigarettes  
Concerned for my friend



Onslow County students, parents, and friends of those who vape are invited to participate in an open discussion about vaping. Local health officials will be available to address health concerns that have recently been brought to light about e-cigarettes.

A mutual partnership event

**Thursday, October 24  
6 - 7:30PM**  
Jacksonville Youth Center  
804 New Bridge Street



JacksonvilleNC.gov/Youth

### EVENTS & PARTNERS

- National Drug Take-back days
- Awareness surveys at National Night Out
- Distributed medication disposal kits at the Senior Expo
- Onslow County Library opioid display

### OPIOID SOCIAL MEDIA CAMPAIGN ANALYTICS

Total Reach	22,662
Monthly Average	2,832
Total Posts	37
Educational Materials Distributed	2,460
Events	5



# LONG TERM (5-10 YEARS) - CHRONIC DISEASE COMMUNITY HEALTH IMPROVEMENT PLAN

Chronic Diseases were selected as a long term Community Health Improvement Plan (CHIP). As a result of this CHIP, Onslow County Health Department would like to reduce Chronic Kidney Disease and Respiratory Disease both by 2% in Onslow County, which is comparable to the U.S. average. This will be achieved through regular education on social media and through partner collaboration with Onslow Memorial Hospital and Realo Discount Drugs, as well as awareness at special events (Octoberfest, Senior Expo, etc.). OCHD would also like to see a reduction in diabetes in both the Medicare population and the General population by 3% which is comparable to the U.S. average. This will be achieved through regular education on social media, Diabetes Prevention Program and Diabetes Self-Management classes, nutrition education and exercise events.

## STRATEGY/INTERVENTION

Last year, OCHD hosted free monthly fitness activities which they branded as Second Saturday Step Up. Second Saturday Step Up occurred on the second Saturday of every month. These events were created as a CHIP initiative to encourage community members to Step Up to a healthier lifestyle.

The Group Lifestyle Balance Program is a year-long behavior change program that provides education, encouragement and the tools necessary to help individuals, who are at risk for developing diabetes, reach their healthy lifestyle goals. Program sessions focus on behavior change through interactive educational sessions, group support, and guidance from a trained lifestyle coach.

What's Your Next 10? is a campaign that began in 2017 with the focus of combining health screening and education with goal setting. Participants receive blood pressure, cholesterol and HbA1C screening and are counseled about what their results can mean for their future health and educated on ways to affect those results. Then they are asked to set goals for their "next 10". The campaign has reached nearly 500 participants since this initiative began. It will continue to grow and evolve, adding topics and partners over the next several years.



### EVENTS & PARTNERS

- Walking with Onslow Memorial Hospital
- Disc Golf with Onslow Disc Golf Association
- Kitten Yoga with Senior Services & Animal Services
- Biking with Bicycle Gallery

### SECOND SATURDAY SOCIAL MEDIA ANALYTICS

Total Events	10
Average Participation	15-20
Total Reach	9,620
Total Responses	155
Target Audience	Women
Target Audience Age	35-44

### GROUP LIFESTYLE BALANCE PROGRAM SUCCESSES

- To date four cohort groups have completed the program
- 63% of participants have met all program goals
- 56% met weigh loss goal (5-10%)
- 82% met physical activity goal (150 minutes per week)
- In July 2019, our program received Full Recognition from The Centers for Disease Control and Prevention. This designation is reserved for programs that have effectively delivered a quality, evidence-based program that meets all of the standards for CDC recognition.

# EMERGING ISSUES

Health is based on many factors- personal choices, environment, availability of job/ education opportunities, safety, and access to medical care. There are a variety of situations that can impact the health of a community. A few that public health is watching this year include:

- Coronavirus (COVID-19)- CDC is responding to an outbreak of respiratory disease caused by a novel coronavirus that was first detected in China and which has now been detected in more than 100 locations internationally, including in the United States. Onslow County confirmed its first case of COVID-19 in March 2020. This is a rapidly evolving situation that we understand may have other physical and mental health impacts on our community.
- Health Equity & Social Determinants of Health- Health equity presents the idea that everyone deserves a fair shot at living their healthiest possible life. Some populations may be at a disadvantage due to social determinants of health (social, economic or physical conditions experienced at home, school, work, etc.).
- Employment barriers for people in recovery from substance and alcohol misuse.
- Transportation- One in four residents live in rural areas of our 767 square mile county, and many lack the necessary access to transportation. This is a commonly reported barrier for individuals who need to access services.
- Mental Health Concerns- Onslow County does not have many adequate mental health facilities.



## NEW INITIATIVES

The Health of a community depends on the actions of each individual and the work of leader, health professionals, and community groups. Several new initiatives will positively contribute to the health of Onslow County Now and in the future:

- Turning Adversity into Success for Children in Onslow (TASCO)-In 2019, area stakeholders formed TASCO to help eliminate child abuse and neglect through Onslow County through community education, awareness, intervention and advocacy. Its purpose is to allow Onslow County children to grow up healthy in a safe, stable and nurturing community.
- Health Equity Workgroup (HEW)- In 2019 a multi-agency workgroup was formed with the mission of bridging the gap between racial/ethnic minorities and the general population in Onslow County, The group seeks to advocate for policies and programs that improve access to public health services for underserved populations in Onslow County.
- Comprehensive Opioid Abuse Program (COAP) Grant- In October 2019, the City of Jacksonville received a \$900,000 grant from the U.S. Department of Justice. This 3-year grant is designed to identify individuals at risk of overdose and guide them towards recovery by providing outreach and education on local resources.

