



Rockingham County Health and Human Services

Division of Public Health

2019 State Of The County Health Report (SOTCH)

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The Rockingham County Division of Public Health (RCDPH), in conjunction with the NC Healthy Carolinian Partnership, presents the 2019 State-of-the-County Health (SOTCH) Report. The purpose of the SOTCH report is to provide the most current information on the health status of the county. The report is also an annual update on the priority health issues identified during the 2016 Community Health Assessment (CHA). Those priorities includes:

- 1) Physical Activity and Nutrition—Emphasis on Diabetes**
- 2) Social Determinants—Emphasis on Education**
- 3) Access to Healthcare**

Since the 2016 CHA, the RCDPH along with other community partners have worked diligently to address the priority health concerns. Since 2017, the Community Health Assessment Advisory Group (CHAAG) have diligently worked on the upcoming 2020 CHA process and priority identification.

2019 Rockingham County Board of Health and Human Services



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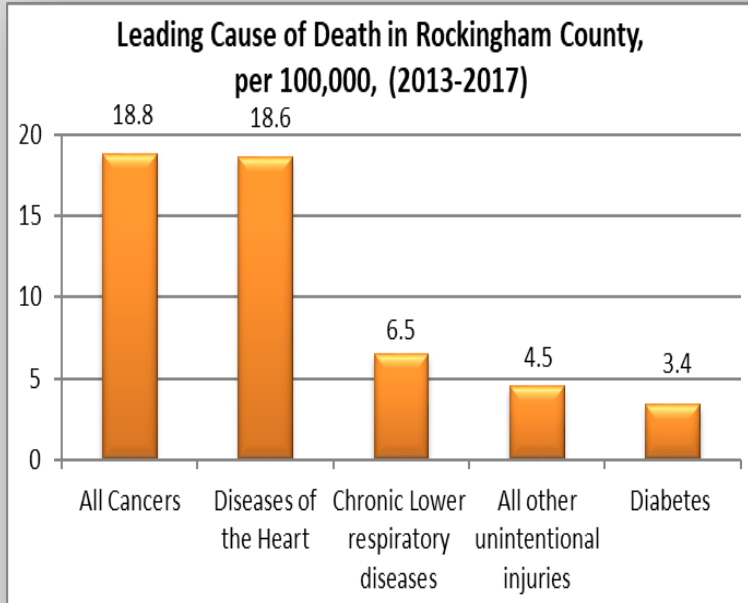
Mark Richardson, County Commissioner (Co-Chair)

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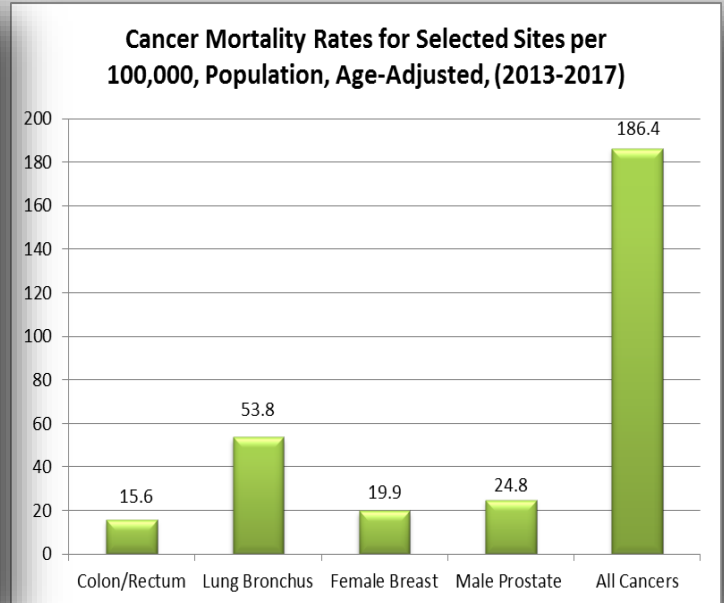
Dr. Matthew McKinlay, Veterinarian

Leanna B. Lawson, R.N., M.S.N. Human Services
Consumer

ROCKINGHAM COUNTY DEMOGRAPHICS



Source: NC State Center for Health Statistics, 2019



Source: NC Cancer Registry, 2019

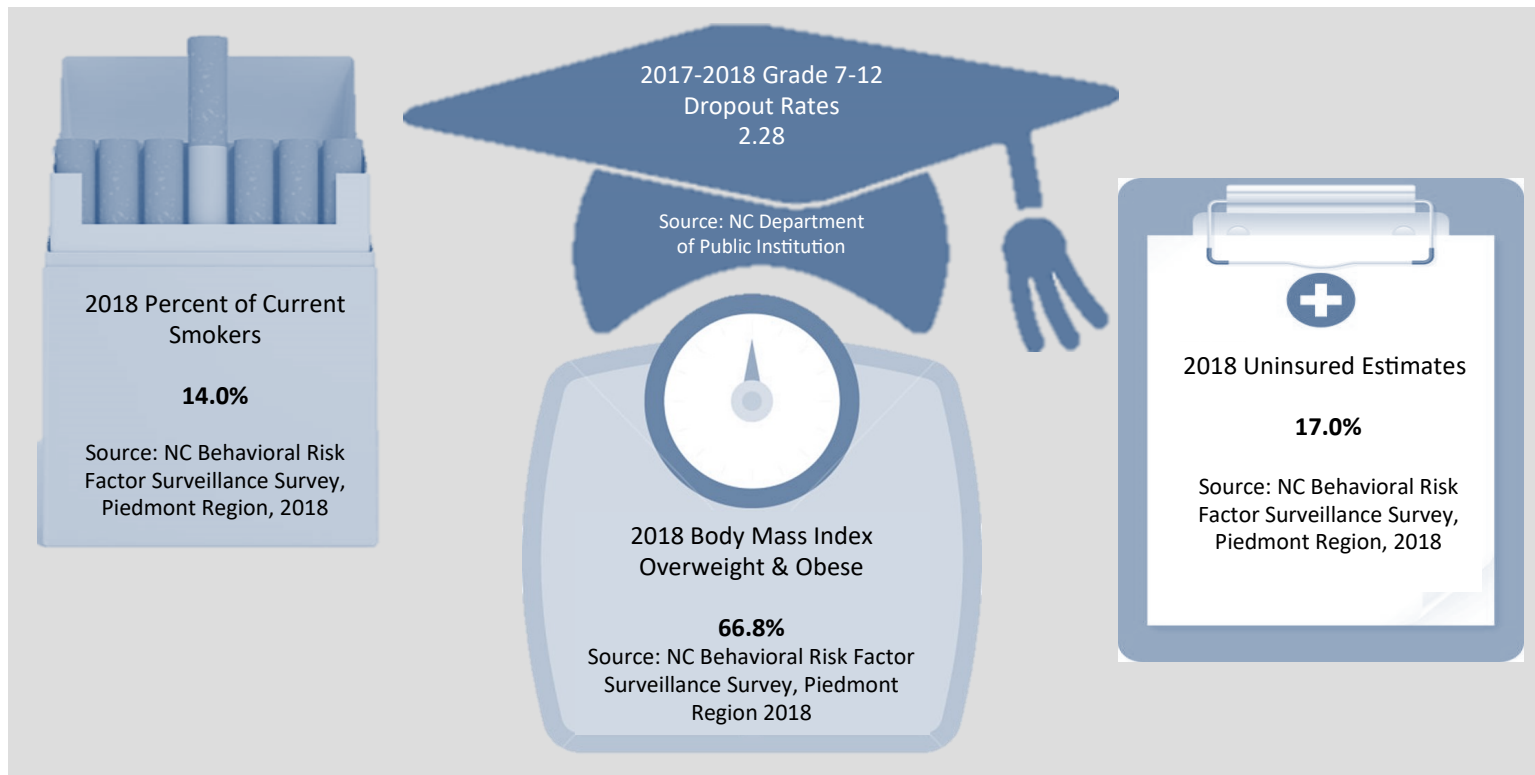
Population Estimate, 2019	90,690
White, 2018	77.6%
Black or African American, 2018	19.0%
American Indian, Alaska Native, Asian, 2018	0.6%
Hispanic or Latino, 2018	6.2%
Median Household Income, (2013-2017)	\$41,700
Persons Below Poverty Level, (2013-2017)	16.3%
Unemployment Rate, Unadjusted, August, 2019	5.0%

Sources: US Census Bureau: State and County QuickFacts, 2018 and NC Dept. of Commerce, 2019

Rockingham County Division of Public Health is committed to improving the health and well-being of all residents. Rockingham County has experienced a decrease in population of 90,690 in 2019 compared to 90,949 in 2018. The unemployment rate increased slightly to 5.0% in August, 2019 compared to 4.4% in August, 2018. There was an increase in the median household income from \$40,003 in 2018 to \$41,700 in 2019. Cancer and diseases of the heart continues to be the leading causes of death for Rockingham County residents. In 2019, there was a slight decrease in breast cancer, prostate cancer and all other cancers, since 2018. The Infant Mortality Rate has decreased significantly for African Americans from 23.2 % in 2016 to 16.9% in 2017.

Infant Mortality Rates, 2017 Rockingham County	
White	6.3
African American	16.9
Disparity Ratio	2.68
Source: NC State Center for Health Statistics, 2019	

Causes of Infant & Child Deaths, 2018, Rockingham County	
Perinatal Condition	1
Illness	2
All Other	0
Birth Defects	3
Source: NC State Center for Health Statistics, 2019	



ROCKINGHAM COUNTY TOP THREE PRIORITIES

Access to Healthcare

Studies show that residents living in low-income communities face a greater barrier in accessing health services due to a growing shortage of providers (SCHS,2018). In Rockingham County, the physician to patient ratio is 4.91 per 10,000. Access to quality health care is an important component of prevention and management of chronic diseases. Studies show that some low-income individuals do not seek medical care due to competing priorities, such as having to pay for food, shelter, and other bills. Rockingham County is working hard to improve health outcomes. This report will share how the county is addressing some of the issues.

Physical Activity and Nutrition—Emphasis on Diabetes

Good nutrition, physical activity, and a healthy body weight are essential parts of a person's overall health and well-being. Together, these factors can help decrease a person's risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer (HealthyPeople2020,2019). According to recent statistics, Rockingham County's adult obesity rate (35%) is higher than the State rate of 32%. The SOTCH report will show the progress that has been made in those areas.

Social Determinants—Emphasis on Education

The World Health Organization states that social determinants are conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, and political systems. Improving the conditions in which we live, learn, work, and play and the quality of our relationships will create a healthier population, society, and workforce. Education is power and gaining knowledge to achieve a brighter future is what every child should have the right to do. The graduation rate in Rockingham County is 85.7%, which is the highest it has ever been. This report will discuss efforts addressing education in Rockingham County.

PHYSICAL ACTIVITY AND NUTRITION PROGRESS

Be Healthy Rockingham County, NC

The Be Healthy Rockingham County, NC workgroup's mission is to *Inspire Rockingham County's residents and communities to seek better health through improved physical activity and nutrition.* This year the workgroup implemented an observance calendar, which recognized a specific health topic and shared with the community. The Be Healthy work group has also revised and distributed Be Healthy Maps throughout the county.



Future plans include collaborating with community partners to develop comprehensive strategic plans to increase, improve, and enhance existing wellness opportunities throughout the county. Contact the Rockingham County Division of Public Health, Health Education Section, Katrina R. White, Chair or Jordan Jefferies-James, Co-chair for more information about the workgroup or to request a copy of the Be Healthy Map.



Planet Fitness Comes to Eden!



The percentage of adult population, ages 20 and older, which has a body mass index greater than or equal to 30 kg in Rockingham County is 35%. It is recommended by the USDHHS, that adults are physically active 150 minutes per week. In Rockingham County, an additional place where residents and visitors can be physically active has opened. Planet Fitness is known for being a judgment free zone, offering a comfortable, non-intimidating atmosphere where anyone can reach their fitness and health goals. Planet Fitness is one of the largest fitness club franchises with 1800 clubs in the United States. Members will have access to tanning beds, hydro-massage lounges, tissue massage chairs, and so much more. The club will be open 24/5 and have several membership options. Located at 220 W. Kings Highway Eden, NC, the new facility is a welcomed addition to the wellness resources in Rockingham County.

Diabetes Prevention Program

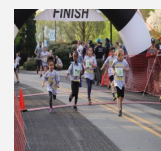
In 2017, diabetes accounted for 40 deaths in Rockingham County. During FY 2018-2019, Rockingham County Division of Public Health offered two Minority Diabetes Prevention Programs (MDPP) in the faith communities and one Diabetes Prevention Program (DPP) in a worksite setting. There are a total 48 participants who are participating in the sessions. The MDPP/DPP Sessions are designed to reduce the onset of type two diabetes and help participants lose five to seven percent of body weight. The 24-month series are offered each fiscal year to help Rockingham County residents become more health-conscious and manage their overall health. In 2019, Rockingham County Division of Public Health received Preliminary Recognition for the Diabetes Prevention Program from the Centers for Disease Control and Prevention. The designation is featured on the CDC's website and proves that RCDPH's Health Education Section's efforts are becoming closer to national recognition.



Go Out for a Run (Go Far)

GO FAR (Go Out For a Run®) is a character development and running program founded in 2003 in response to the growing epidemic of childhood obesity. The GO FAR program combines lessons on healthy nutrition and good character with the use of physical activity to empower children to make better choices at an early age so that they can continue to integrate those changes into healthier lifestyles as they mature. GO FAR offers a 5K training program and a One Mile Fun Run option. Elementary and middle school curriculums are available.

Children participate in a one mile run or 5K road race and are encouraged to invite family members to join them. The race event is open to the public. In 2019, GO FAR celebrated it's ninth year in Rockingham County and has grown significantly since it began in 2011. In 2019, 11 RCS elementary schools and three RCS middle schools participated. Additionally, one private school, one private child care facility and five Head Start classrooms participated.



PHYSICAL ACTIVITY AND NUTRITION PROGRESS

Rockingham County Schools Receive Tennis Award

On September 28, 2019, Rockingham County Schools (RCS) received the 2019 USTA North Carolina Member Organization of the Year Award and was honored during the USTA North Carolina's Community Tennis Development Workshop at the Grandover Resort in Greensboro. RCS is recognized for its outstanding services to local community, to the organization members, and to the game of tennis. There are eight elementary schools and one middle school who have painted lines on their playgrounds for 39 youth-sized tennis courts, with help from a free USTA Schools line grant.



**KEEP SWINGING
ROCKINGHAM COUNTY!**

The City of Eden's Splash Pad is Now Open!

Rockingham County has over 20 parks and two North Carolina State Parks (Mayo River State Park and Haw River State Park) for residents and visitors of the county. Now, there is a new exciting 5,000 square foot spray ground for citizen's enjoyment. The new splash pad is located at Freedom Park, 121 Edgewood Road in Eden, NC. The splash pad features brightly colored sprayers, sprinklers, and a giant, 50-gallon bucket that dumps water every 45 seconds. Currently, the entry is \$2 per person and children under the age of 4 and seniors over 55 are free (season passes are also offered). Some of the many benefits of spray grounds:

- Great way for people of all ages to stay active during the heat of the summer.
- Encourage family interactive play.
- Encourage participants to be physically active which helps to maintain a healthy body weight and increases overall physical strength.
- A good way to trade indoor time with outdoor time. Spending more time being active and less time being sedentary helps children perform better in school, learn new skills, and improve self-confidence.



Step Your Way to Health

"The Step Your Way to Health" program is a fitness program that allows participants to become more active by dancing opposed to other more traditional methods of exercise. For many people exercising can be intimidating, boring, or confusing. Gyms can be a place that causes anxiety because you feel out of place. Running on a treadmill for a half-hour may get old for some people. For some, learning how to properly perform an exercise or operate the weight machines in your local gym can be very confusing. There are many factors that may keep many from increasing their activity level. Dancing is a form of exercise that is typically enjoyable for most. It's a great way to improve cardio-respiratory fitness, increase strength, improve coordination, balance, and cognitive functioning.

The five-week program allows participants to learn the steps to a new dance each week as well as work on setting and tracking SMART (Specific, Measurable, Attainable, Realistic, Timely) goals that are nutrition or physical activity-related. Participants can share with each other what obstacles and accomplishments they have had along their journey, as well as sharing tips and tricks that they have learned along the way. The dances that were learned during the pilot series are the Biker's Shuffle, The Git Up, Boot Scoot'n Boogie, Old Town Road, and Trip. As a result of this program, the hope is that participants will use the dance steps to increase not only their physical activity but teach others the dance **and** by default...exercise without even knowing it. **IT'S A WIN-WIN!!!**

For more information, contact Jordan Jeffries-James at 336-342-8230.



SOCIAL DETERMINANTS - EMPHASIS ON EDUCATION PROGRESS

ROCKINGHAM COUNTY EDUCATION FOUNDATION—College Advisor Program



College advisers provide the support that students and parents need to navigate the complex process of college admissions, scholarship applications, and financial aid. By placing recent UNC graduates in each of the high schools, College Advising Corps improved college-going rates and helped establish a “college-going” culture in Rockingham County. Over the past 10 years, more than 8,000 students in Rockingham County have been served by college advisors. Through the collaboration of Rockingham County Schools and the continued support of the Rockingham County Education Foundation (RCEF), there has been an increased graduation rate of 20%, nearly doubling the rate of students attending career programs and college (RCEF, 2018).



Megan Abernathy



Matt Queen



Destiny Talley



Lindsey Holloway

KidsReadyNC

In early 2018, the Rockingham County Partnership for Children applied for participation in KidsReadyNC, an 18-month initiative through the Institute for Emerging Issues aimed at helping communities strengthen leadership capacity within their local early childhood systems. In April 2018, Rockingham County was one of four communities selected to participate. Provided with guided, expert support, the leadership team utilize a Research-Based Accountability framework to create goals and action plans to improve early learning systems operation. The goals of KidsReadyNC-Rockingham are: 1) Strong, resilient children who are ready for success at kindergarten entry and 2) Strong, resilient children who are grade-level proficient in reading by the end of 3rd grade. Research shows that 2 out of 3 individuals have at least one Adverse Childhood Experience (ACE). ACEs, without opportunities to gain skills that build resilience, often lead to negative health outcomes including diabetes, heart disease, depression, and even early death making it the largest unaddressed public health concern in the country. After seeing the impact locally, the KidsReadyNC-Rockingham team saw the need to focus on building community resilience early to reduce the impact of ACEs. To increase community awareness, a larger community-wide conversation around young children’s social-emotional health, was launched. The leadership team hosted community viewings of “Resilience,” a documentary highlighting how adverse childhood experiences (ACEs) can be linked to destructive behavior and medical diseases. During FY 2018-2019, over 300 community members attended a screening of the film and were engaged in a facilitated discussion about building community resilience.

Together, these initiatives have worked to strengthen and build the capacity of Rockingham County’s early childhood system. Overall, the program has engaged over 20 organizations and agencies, with 45 community stakeholders from county government, nonprofits, school system, faith leaders, local businesses, and parents/caregivers informing the initiatives. The main role of community stakeholders is to make data-driven decisions, increase community demand, and engage the larger community in the work.



SOCIAL DETERMINANTS WITH AN EMPHASIS ON EDUCATION PROGRESS

Progress with Educational Programs

Rockingham County is making positive strides with education. There are several programs such as, Parent Engagement Program, Securing Tomorrow Rockingham Invests in and Values Education, Rockingham County Education Foundation, GEAR UP, and many more. These programs are helping to address drop out rates, childhood literacy, and increasing parent involvement. In 2017-2018 school year, the dropout rate was 2.28 and has been declining since 2014-2015. Also, in 2017-2018, the graduation rate was the highest it's ever been in Rockingham County at 85.7%. This is a major improvement for both categories and it proves that Rockingham County's efforts are making a difference.

Rockingham County Education Foundation (RCEF)



Through RCEF funding and initiatives, over 8,000 high school students gained access to a college advisor, with the goal of 71% of seniors submitting at least one college application. In addition to children gaining access to Dolly Parton's Imagination Library, the STRIVE Initiative expanded focus to community research, advocacy, and implementation of best practices for early childhood programming. RCEF facilitated numerous initiatives promoting school involvement

- 150 community members participated in focus groups during an Education Perceptions report
- Over 200 volunteers joined together for the MLK Day of Service in January, 2019
- 50 elected officials participated in school tours and infrastructure discussions.
- RCEF provided direct support to 53 teachers, engaged 18 families in the Children's Savings Account program and continues to align Rockingham County's education and workforce visions through RESET Rockingham.

Rockingham County Bookmobile

Reading is fundamental. In Rockingham County there are five libraries. The Rockingham County Book mobile has been in the county since 2017 and serves all parts of the county. The



bookmobile provides library services to different sites throughout the county. The sites includes, but not limited to: communities without easy access to a library, low income housing sites, senior centers, and schools. Patrons can enter the bookmobile and have access to the most recent materials including regular or large print books, movies, books on CDs, and much more. The bookmobile has a Wi-Fi hotspot available at each site. Tablets and laptops are also available to patrons who utilize the bookmobile. The bookmobile is striving to become an essential resource of the community.

During February 2017– March 2018 there have been a total of 269,057 library checkouts to individuals who may otherwise not have access to the free learning opportunity.

Parent Engagement Program (PEP)

Parent Engagement Program (PEP) launched in the fall of 2017. PEP is an evidence-based, nationally recognized parent leadership program designed by Parents for Public Schools to give parents the tools needed to become knowledgeable education leaders and advocates. School success takes great leadership, effective teachers, and engaged parents. PEP believes that parents are an essential education partner from the moment their children are born.

The program provides knowledge and skills in the areas of leadership development, education, information, and organizing for action. Since the inception, the Parent Engagement Program has graduated 20 parent leaders. PEP launched it's third program in Fall 2019.



Securing Tomorrow Rockingham Invests in and Values Education (STRIVE)

In early 2011, Rockingham County Education Foundation board members convened a group of community stakeholders to explore the impact of high-quality early learning experiences on emotional, academic, and life-long success. Through these discussions, the STRIVE Initiative, a collaborative project between Rockingham County Education Foundation and Rockingham County Partnership for Children was formed, aimed at improving early childhood literacy and third grade reading scores. Early key accomplishments include the countywide launch of Dolly Parton's Imagination Library through the Partnership for Children, advocacy videos targeting business leaders in conjunction with Bill Millet, and increased access to books through lending libraries and literacy programming. Dolly Parton's Imagination Library is a literacy program available to every child in Rockingham County from birth to five which provides monthly books by mail. In Rockingham County there were a total of 178,222 books mailed from September 2012 through June 2019.



ACCESS TO HEALTHCARE PROGRESS

Diabetes Task Force of Rockingham County, NC

The Diabetes Task Force of Rockingham County, NC has a mission to *improve the availability and quality of care for diabetic residents in our county*. The Task Force is now its own 501c3. This is a huge accomplishment for the Task Force. The Diabetes Task Force has been diligently educating residents on ways to stay healthy and active after a diagnosis. This year the Diabetes Task Force celebrated it's sixth annual "Rock Your Health" Wellness Fair. During the event, 39 individuals received blood glucose and/or A1C screenings. Twenty-five were recruited for upcoming Diabetes Prevention or Diabetes Self-Management classes. There were over 40 vendors for the event and sponsorship donations amounts were over \$800.00 to go towards future efforts of the task force.

The Diabetes Task Force collaborated with the City of Reidsville, and the Reidsville Center for Active Retirement Enterprises' (RCARE) Downtown Senior Club to host the event.



UNC Rockingham Health Care offers 3D Mammograms

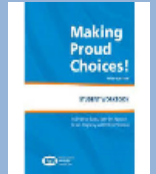
In Rockingham County, cancer is the second leading cause of death. Breast cancer has a rate of 19.9 per 100,000 in the county. This cancer occurs when cells in the breast divide and grow without normal control. Most women will begin screening at the age of 40 unless their doctor recommends a different timing. Yearly breast cancer screenings supports early detection and treatment of breast problems. UNC Rockingham Health Care is now offering 3D mammograms. This new screening will provide a detailed look at the breast tissue, easier diagnosis of breast cancer, and reduce the likelihood of additional screenings or follow-up visits.



Making Proud Choices

During FY 2018-2019 The Rockingham County Division of Public Health facilitated the Making Proud Choices program at The New Reidsville Housing Authority Community Center for males in middle and high schools. There were nine males enrolled in the eight-week program which consisted of several topics about sex education. This program provides knowledge, confidence, and skills necessary to reduce the risk of sexually transmitted diseases (STDs), HIV, and pregnancy by abstaining from sex or using condoms if they choose to have sex. During the program adolescents will:

- Increase their knowledge of HIV, STDs and pregnancy prevention.
- Improve their ability to negotiate abstinence/safer-sex practices.
- Believe in the value of safer sex, including abstinence.
- Have stronger intentions to use condoms if they have sex.
- Have a lower incidence of HIV/STD sexual risk-taking behavior.
- Take pride in choosing responsible sexual behaviors.



Rockingham County Division of Public Health's Annual Community Flu Clinics

Remaining true to the mission to "protect the health, safety, and wellbeing of our customers by providing essential health and human services in the most efficient manner", Rockingham County Division of Public Health provided an awesome outreach service to area worksites, public facilities, and establishments for our most vulnerable citizens. Outreach efforts includes the following:

Location	Vaccinations
Cooperative Christian Ministry	14
Garden of Eden	14
Reidsville Center for Active Retirement Enterprise	26
Rouse's Group Home	12
Madison Mayodan Recreation Center	28
Rockingham County Courthouse	32
Rockingham County Sherriff's Office	23
City of Reidsville	81
High Grove Long Term Care Center	19
Employee Flu Clinic	116
TOTAL	365

Student Health Centers



Mission, "to improve the health and school performance of Rockingham County students by providing comprehensive health care through education, prevention, treatment, and referral."

The Rockingham County Student Health Centers (RCSHC) provide comprehensive health care to our high school students through education, treatment, prevention, and referral. The RCSHCs are located in each of the four traditional high schools in Rockingham County and are a collaborative partnership with the schools and community health organizations (including primary care providers in an effort to avoid duplication of services). Through a multidisciplinary team effort, the centers focus on preventive care and provide on-site health services to promote the health and educational success of the students. Many of the students would not have access to preventive health care such as well child exams, sports physicals, immunizations, risk screenings, depression screenings or behavioral health, and nutrition counseling if they were not able to utilize the health centers. During the 2017-2018 school year, the RCSHC served 1,491 students with 7,905 visits. This includes 597 visits to the mental health counselors and 185 health educator visits (RCSHC, 2018).

Care Connect Rockingham County

Care Connect is a program that serves uninsured, low-income residents of Rockingham County.

Also to be considered a new initiative in Rockingham County, the Care Connect Rockingham County Program, consists of a team of doctors, specialists, hospitals, care managers, pharmacies, and other agencies who want to make Rockingham County a healthier community. Services that are provided include:

- Primary Care
- Specialty Care
- Dental Care
- Nurse Care Management
- Pharmacy Services and Medication Assistance Programs



Care Connect offer services to:

- Individuals with an income between 0%-200% of the federal poverty level.
- Individuals not eligible for health insurance
- Residents of Rockingham County that are 18 years or older.

ACCESS TO HEALTHCARE

People Engaged in Neighborhood Nursing (PENN) Program

During the 2018—2019 fiscal year, People Engaged in Neighborhood Nursing (PENN) Program provided a total of 1,380 nursing encounters. There were 304 African-Americans, 630 Caucasians, and 40 Latino/Hispanics served. Of all who were served, there were 810 females, 510 males, and 60 unknown. The primary purposes of the visits were education/health concerns (545) and navigating the healthcare system (372). The majority of the clients were served at the Clara F. Gunn Center in Reidsville, N.C.

Total potential cost savings: \$134,081.90 which includes: nursing and health fair encounters, emergency department aversions, and access to dental care.



New Cardiology Practice Opening in Eden

In August, 2019 a new cardiac clinic opened on the campus of UNC Rockingham Health Care. In Rockingham County, heart disease is the leading cause of death with a rate of 188.8 per 100,000. UNC Cardiology will see patients for prevention, screening, and treatment of heart disease. Cardiologists Dr. Thomas Wall and Dr. Fernando Ortiz will see patients in the office and provide hospital consultations on Mondays, Wednesdays, and Fridays from 8:00am-5:00pm.



EMERGING ISSUES

Vaping in the United States

Vaping has been around for over a decade, but vaping's popularity exploded in 2017, taking many families, schools, and healthcare providers by surprise. Vaping, or Juuling (named after a popular vape device called JUUL), is the inhaling and exhaling of an aerosol produced using a vape device.

Nearly one in three high school seniors tried vaping in the past year. With advertising geared toward teens and young adults, devices designed to attract attention and thousands of flavors to choose from, the expectation is that growth will continue.

Vape devices, known as *e-cigs*, *e-hookahs*, *mods*, *vape pens*, *vapes*, *tank systems*, and *boulders*, contain four basic components: a cartridge or tank to hold e-liquid (or e-juice/vape sauce), a heating element known as an atomizer, a battery, and a mouth-piece to inhale. A sensor detects when a person is trying to inhale. This triggers the battery to supply electricity to the atomizer. The heat given off vaporizes the e-liquid. The resulting vapor is what is inhaled.

Vaping was intended to be a less harmful option for adult smokers, but enticing flavors combined with the power of social media to set off trends like "cloud competitions" have made it attractive to many teens and young adults.

Many substances can be vaped, but the most common are variations of flavored e-liquids which come in small bottles or pre-filled pods or cartridges. Flavored e-liquids come in thousands of flavors ranging from cotton candy and grape to king crab legs and hot dog. One of the more popular devices, Juul, contains 59 mg/ml of nicotine in each pod, the equivalent of a pack of cigarettes.

On September 30, 2019 Rockingham County hosted a Vaping 101 Presentation at Morehead High School for parents and caregivers. Mary Gillett–Region Five Tobacco Prevention Manager provided information to parents about vaping, vape products, and how this public health issue is effecting our teens and young adults. Over 25 area residents participated in the informative session. Unfortunately, on September 25, 2019, North Carolina had it's first vaping related death in Greensboro.



Medicaid Transformation

Initially slated to start in July 2019, but has since been postponed, most Medicaid and NC Health Choice populations will be mandatorily enrolled in managed care. If and when behavioral health services is approved by the NC General Assembly, these populations will be enrolled in (prepaid health plans) PHPs to receive integrated physical health, behavioral health, and pharmacy services at the launch of the managed care program. There are limited exceptions to mandatory enrollment for certain populations who may be better served outside of managed care. These populations are either exempt (meaning they may choose, but are not required, to enroll in Medicaid managed care) or excluded (meaning they must remain enrolled in fee-for-service and may not enroll in managed care). In addition, certain populations will be delayed in their enrollment, allowing for additional time to conduct thoughtful planning and a smooth transition to managed care.

DHHS is committed to improving the health and well-being of North Carolinians through an innovative, whole-person centered and well-coordinated system of care that addresses both medical and non-medical drivers of health. They have five broad goals that states how the structure of the managed care program will advance each goal for Medicaid beneficiaries:

1. Create an innovative, integrated, and well-coordinated system of care
2. Support clinicians and beneficiaries during and after the transition
3. Promote access to care
4. Promote quality and value
5. Ensure a successful managed care program



NEW INITIATIVES

NCCARE360

NCCARE 360, the statewide coordinated care network connecting individuals to local services and resources, has officially launched in Alamance, Guilford, and Rockingham counties. The first rollout of the network launched with healthcare and community-based organizations, including Cone Health, Salvation Army Greensboro, Alamance Eldercare, Open Door Clinic, Greensboro Housing Coalition, and Alamance Department of Public Health.

- NCCARE360 is the first statewide coordinated care network, with a robust data repository of shared resources, that connects healthcare and human services partners together to collectively provide the opportunity for health for all North Carolinians.
- NCCARE360 is the result of a strong public-private partnership between the NC Department of Health and Human Services (DHHS) and the Foundation for Health Leadership & Innovation (FHLI). The NCCARE360 implementation team includes United Way of NC, NC 2-1-1, Expound Decision Systems, and Unite Us.
- NCCARE360 is collaborative solution to this problem by providing a coordinated, community-oriented, person-centered approach to delivering care in North Carolina.

NCCARE360 will be available in every county in North Carolina with full statewide implementation by end of 2020.



Rockingham County Primary Care Initiative



Rockingham County Primary Care Initiative (Rock PCI) has been created to address a need for better access to healthcare in Rockingham County. The group aims to *improve availability of patient-centered primary care while creating a pipeline of primary care providers in the future.*



The Rockingham County Primary Care Initiative works with key partners and stakeholders to develop a collaborative approach to meeting the county's healthcare workforce needs. Broadly, the program has three main goals:

- To meet with key stakeholders to understand the healthcare landscape and health priorities in Rockingham County.
- To increase access to health care by growing the number of practicing healthcare providers in Rockingham County while supporting existing practices in improving quality of care in their practices.
- To prepare and recruit Rockingham County residents to enter future healthcare professions.

- | | | |
|---|---|---------------------------------|
| • UNC Rockingham Health Care | • Rockingham Community College | • UNC Physicians Network |
| • UNC Faculty Development Fellowship | • James Austin Health Center | • Reidsville Area Foundation |
| • Cone Health | • Rockingham County Division of Public Health | • UNC Family Medicine at Eden |
| • Greensboro Area Health Education Center | • Cone Health/Annie Penn Hospital | • Caswell Family Medical Center |
| • UNC Office of Rural Health Initiatives | • UNC Family Medicine | |
| • School Based Health Centers | | |



Rockingham County Healthy Carolinians Partnership

Join A Workgroup

A healthy, safe, and happy community for all.

Education Workgroup

To provide resources and interventions that decrease barriers to education for all children in Rockingham County.

Be Healthy Workgroup

To inspire Rockingham County citizens and communities to seek better health through improved physical activity and nutrition.

Rockingham County Healthcare Alliance/Access to Healthcare

To improve the health of the underserved in Rockingham County.

Contact

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For more information visit www.rockinghamcountydhhs.org

ROCKINGHAM COUNTY HEALTHY CAROLINIANS PARTNERSHIP MEMBERS

- | | | |
|---|--|---|
| -Aging Disability & Transit Services of Rockingham County, Inc. | -Piedmont Triad Regional Council | -Rockingham County Student Health Centers |
| -Cone Health Annie Penn Hospital | -Reidsville Area Foundation | -Rockingham County Youth Tennis |
| -Boys and Girls Club of Eden | -Rockingham County Center for Active Retirement (RCARE) | -Rockingham Pregnancy Care Center |
| -City of Eden | -Rockingham County Citizens | -Taylor Chiropractic |
| -City of Reidsville | -Rockingham County Department of Health and Human Services | -Town of Wentworth |
| -Dan River Basin Association | -Rockingham County Education Foundation | -YMCA of Greensboro - Diabetes Prevention |
| -General Media | -Rockingham County Healthcare Alliance | -Reidsville Family YMCA |
| -Health First Chiropractic and Progressive Rehab | -Rockingham County Partnership for Children | -Rockingham County Tennis Association |
| -Madison-Mayodan Recreation Department | -Rockingham County School System | |