



2018

State-of-the-County

Health Report

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The Rockingham County Healthy Carolinians Partnership (RCHCP) in conjunction with the Rockingham County Department of Health and Human Services (RCDHHS) presents the 2018 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 include:

- 1) Physical Activity and Nutrition
- 2) Social Determinants with an Emphasis on Education
- 3) Access to Healthcare

Since the 2016 CHA, the RCHCP and RCDHHS along with other community partners have worked diligently to address the priority health concerns. In 2018, during the CHA Winter Institute, The Rockingham County Community Health Assessment Advisory Group (CHAAG) was awarded the Best Practice Award for Leadership, Partnership, and Communication. This document will serve as a synopsis of their combined efforts.

2018 Rockingham County Board of Health and Human Services

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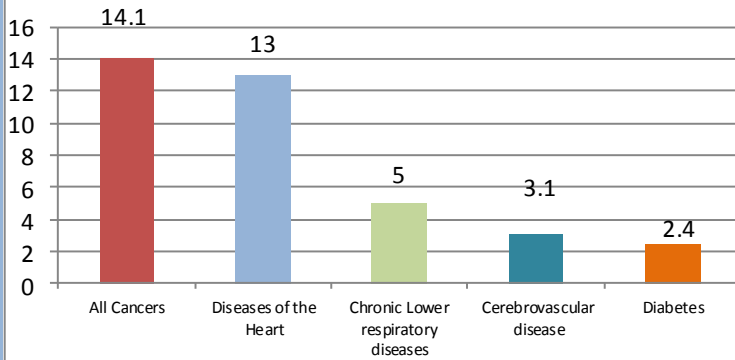
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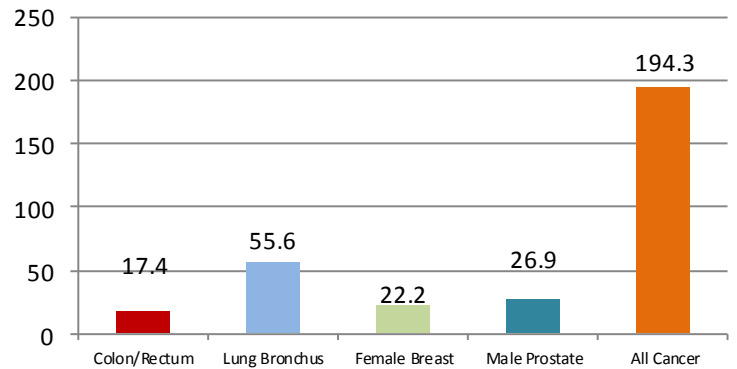
ROCKINGHAM COUNTY DEMOGRAPHICS

Leading Cause of Death in Rockingham County, 2017



NC State Center for Health Statistics, 2018

Cancer Mortality Rates for Selected Sites per 100,000, Population, Age-Adjusted, (2012-2016)



NC Cancer Registry, 2018

Population Estimate, 2018 90,949

White, 2017 77.7%

Black or African American, 2017 19.0%

American Indian, Alaska Native, Asian, 2017 0.6%

Hispanic or Latino, 2017 6.2%

Median Household Income, (2012-2016) \$40,003

Persons Below Poverty Level, (2012-2016) 18.1%

Unemployment Rate, Unadjusted, August 2018 4.4%

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

Rockingham County has prioritized its efforts to improve the health and well-being of its residents in 2018. Many of the efforts are outlined in this report. Rockingham County has experienced an estimated decrease in population of 90,949 in 2018 compared to 91,393 in 2017. The unemployment rate went from 4.8% in August 2017 to 4.4% in August 2018, this shows Rockingham County is bringing more employment opportunities to the area. There were increases in the median household income from \$38,126 in 2017, to \$40,003 in 2018. Diseases of the heart and chronic lower respiratory diseases are the leading causes of death for Rockingham County residents. In 2018, there has been a slight decrease in breast cancer, prostate cancer and all other cancers in Rockingham County since 2017. The Infant Mortality Rate in Rockingham County 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

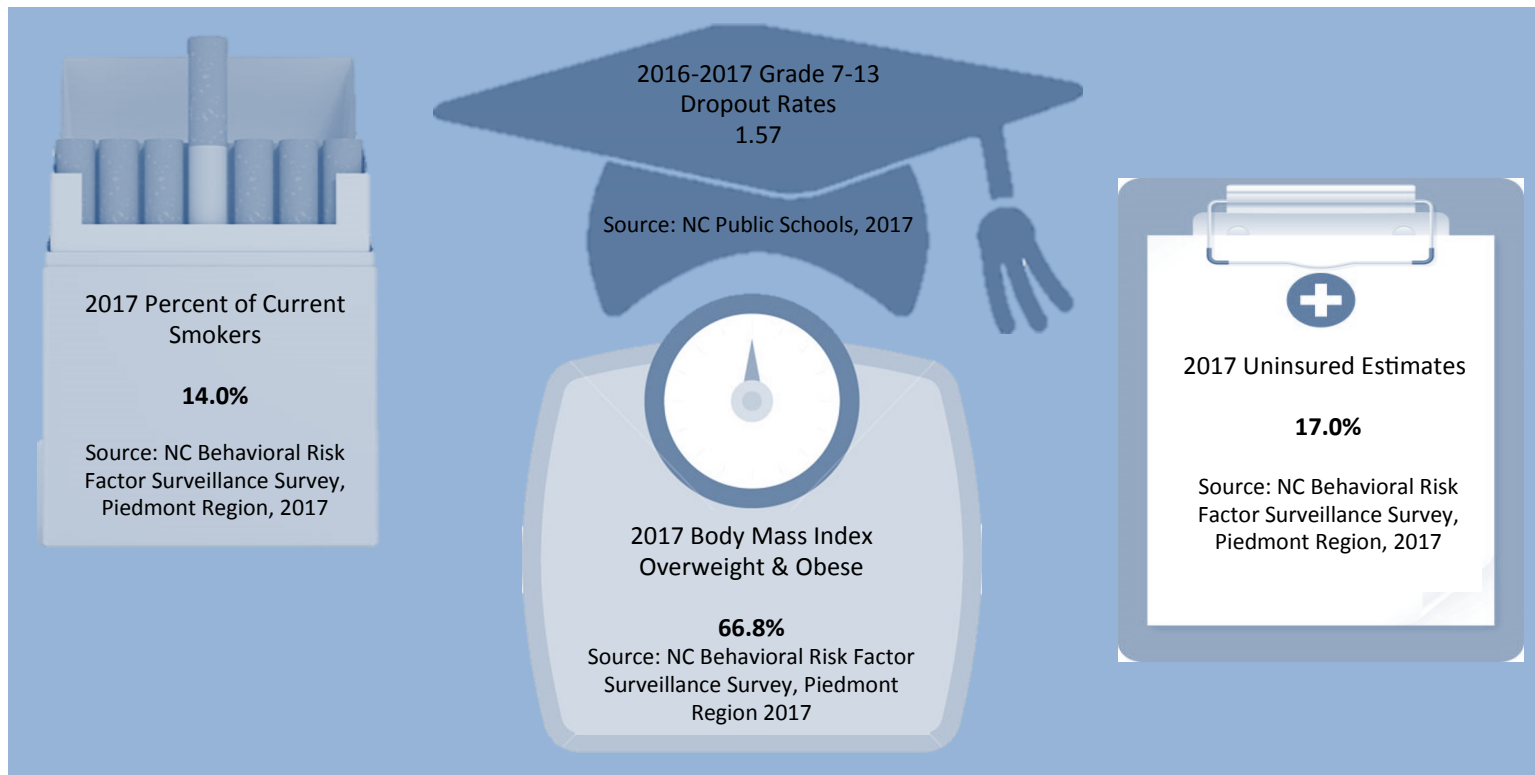
Source: NC State Center for Health Statistics, 2018

Causes of Infant & Child Deaths,

2017, Rockingham County

Perinatal Condition	10.9
Illness	12.8
All Other	5.2
Birth Defects	17.0

Source: NC State Center for Health Statistics, 2018



ROCKINGHAM TOP PRIORITIES

Physical Activity and Nutrition

Eat Smart Move More NC, reports; overweight and obesity are conditions that result from excess body fat and/or abnormal body fat distribution. Alliance for a Healthier Generation states that nearly one in three of North Carolina's youth is overweight or obese, putting them at risk for serious health problems. Currently 15.6% of youth ages 18-25 in North Carolina are overweight or obese. North Carolina is the 20th most obese adult state in the nation at 32.1%. Being overweight or obese increases the risk of several conditions including: type 2 diabetes, high blood pressure, heart disease stroke and cancers. Rockingham County is working hard to address the issues around poor physical activity and nutrition habits in order to improve the health of the community. That progress and hard work is presented in this report.

Social Determinants with an Emphasis on Education

According to the Centers for Disease Control and Prevention, conditions in the places where people live, learn, work, and play affect a wide range of health risks and outcomes. These conditions are known as social determinants of health. Poverty limits access to healthy foods and safe neighborhoods and that more education is a predictor of better health. We also know that differences in health are striking in communities with poor social determinants of health such as unstable housing, low income, unsafe neighborhoods, or substandard education. Every child has the opportunity to experience the very best education that they deserve. The environment in which they live should not limit what they are capable of performing. Rockingham County has put a focus on social determinants with an emphasis on education as one of the top priorities of the county. This report will explain the progress and new programs that will improve educational outcomes in Rockingham County.

Access to Healthcare

National Institutes of Health mentions, that the access to healthcare is measured in terms of utilization and dependent on the affordability, physical accessibility and acceptability of services. If services are available and there is an adequate supply of services, then the opportunity to obtain health care exists, and a population may have access to services. Services available must be relevant and effective if the population is to gain access to satisfactory health outcomes. Rockingham County is making positive strides to increase the number of people who have access to quality healthcare services. Those efforts are summarized in this report.

PHYSICAL ACTIVITY AND NUTRITION PROGRESS

Diabetes Prevention Program update for Rockingham County



More than 30 million people are living with Diabetes in the United States and the estimated cost of Diabetes is \$176 billion a year. Diabetes is the fourth leading cause

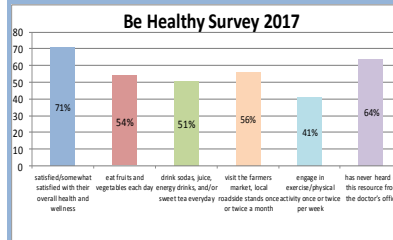
of death in Rockingham County and more than 6,000 people are affected. The National Diabetes Prevention Program is an evidenced based program, designed to reduce the onset of Type 2 diabetes. During FY 2017-2018, Rockingham County Division of Public Health has offered 1 MDPP cohort and 2 DPP cohorts as a part of the worksite wellness initiative.

Participants included Reidsville City employees and Rockingham County Government employees. A total of 28 individuals benefited from the informative classes. A new class will start in January, 2019.



Be Healthy Rockingham County, NC

The Be Healthy Workgroup of Rockingham County's mission is to *Inspire Rockingham County's residents and communities to seek better health through physical activity and nutrition*. The Be Healthy Workgroup also works to promote healthy eating and healthy behaviors. The workgroup participated in the Adventure Series which included various activities such as: tubing, biking, and walking along the scenic trails in Rockingham County. On September 12, 2018, the Be Healthy Workgroup of Rockingham County was awarded the "Shining Star" award. This award is for going above and beyond in helping Rockingham County become a healthier community. Be Healthy is a part of the Rockingham County Healthy Carolinians Partnership which implements strategies designed to improve the health of Rockingham County. In 2017, the Be Healthy Workgroup disseminated a survey in parts of the county. The survey focused on the health and wellness through physical activity and healthy eating. Future plans for Be



Healthy in collaboration with Rural Forward includes revisiting the current strategic and action plans and becoming more visible in the community. Also the workgroup is currently

updating the Be Healthy map. The new and improved Be Healthy map will be available in early 2019.

Rockingham County Healthcare Alliance



Rockingham County Healthcare Alliance (RCHA) was formed in 2011 by a group of community stakeholders who were concerned about lack of access to primary health care for uninsured residents of Rockingham County. The mission of RCHA, is *to improve the health of the underserved in Rockingham County*. Since then, the Healthcare Alliance has formed a network of care called

Care Connect. This network allows low income, uninsured residents to have access to primary care, specialty care and dental services as well as case management and medication assistance. In addition to the network, RCHA also operates the James Austin Health Center located on the campus of UNC Rockingham Healthcare in Eden. James Austin Health Center (JAHC) is a state-designated rural health center that primarily serves uninsured, Medicaid, and dual eligible patients. Care Connect has seen 378 unduplicated patients in both EDs (UNC Rockingham and Annie Penn). Patients were seen at the bedside and provided information to connect into the network to establish themselves to a medical home. Patients then received calls to follow up about connecting to a medical home. RCHA, received 198 medication referrals which totaled over 35,000 worth of donated medications to their patients. There were 1,234 patients seen at JAHC from January, 2018 to December 14, 2018. RCHA has had over 42 dental referrals and have generated 76 patient visits. A new provider, Jason Vaughn NP, came onboard with JAHC in October, 2018. They have 32 patients receiving case management services. The Care Managers perform home visit to reinforce the treatment plan prescribed by their physician. They are educated on their chronic illness and how to manage it day to day. Social needs are addressed and patients are connected to agencies that can help. RCHA continues to partner with community agencies and have formed a monthly partner meeting to share information to help better serve our patients.

PHYSICAL ACTIVITY AND NUTRITION PROGRESS

Rockingham County EAT Fresh Initiative

The Watkin's Mobile Farmers Market are invited to come back each year to provide Rockingham County citizens the opportunity to purchase fresh, local produce. The owners operate the Mobile Farmers Market at Rockingham County Governmental Center, Rockingham County Courthouse, Annie Penn Hospital, and UNC Rockingham Healthcare. The Watkin's Mobile Farmers' Market is a great asset to the community. Not only do they provide abundant fruits and vegetables, they also provide their customers with awesome customer service. They provide a variety of local produce, some seasonal favorites, and sweet treats. The Watkin's Mobile Farmers Market is available April through mid-October. During the 2018 season, there was a total of 458 people who visited the Governmental Center site, and over \$4000.00 was placed back in the local economy.



City of Eden and Reidsville Recognized as 2017 Playful City in USA Community



The City of Eden and Reidsville were honored with a 2017 Playful City USA designation for the third time. Playful City USA honors cities and towns across the country for putting the needs of families first so

kids can learn, grow and develop important life skills. These communities are transforming ordinary places into playful spaces and using play as a solution to the challenges facing their residents.

Eleven North Carolina communities were recognized this year. As cities are becoming hotbeds for innovation, communities across the country are creating inventive ways to attract and retain residents. Playful City USA honorees are taking bold action to ensure kids have great places to play – all with the ultimate goal of making play the easy choice for all kids, no matter where they live.

KaBOOM! is the national non-profit dedicated to giving all kids particularly those growing up in poverty in America opportunities filled with balance and active play, so they can thrive.



The Diabetes Task Force of Rockingham County continues to make strides to *improve the availability and quality of care for diabetic residents in our county*. This effort is based on the mission to promote improved quality of life for people with diabetes by improving outcomes and reducing risks of short and long-term health complications. During 2018, bylaws and officer positions were established. The DTFRC Board of Directors reconvenes quarterly to strategize efforts to become recognized as a 501(c)3.

In collaboration with the Reidsville YMCA, the 4th Annual "Rock Your Health" Wellness Fair took place on November 10, 2018. Over 30 vendors were on hand to promote individual services and approximately 200 community members participated in the informative and interactive event (significant increase compared to 2017 event - 25 vendors/107 participants). Various wellness screenings were provided, including blood pressure, A1C, HIV, balance/fall prevention as well as energetic physical activity opportunities. Thirty individuals were screened for diabetes, referred to a care giver and recruited for diabetes prevention or diabetes self-management classes. In addition to the free screenings, the Community Diabetes & Wellness Guide has been a great resource for residents and providers, alike. The task force will also offer the curriculum-led, CEU-provided Diabetes Academy to area providers, diabetes and health educators.



SOCIAL DETERMINANTS WITH AN EMPHASIS ON EDUCATION PROGRESS

Moss Street Partnership School- UNC Greensboro

Moss Street Partnership is a partnership between UNC Greensboro and Rockingham County Schools. This school will give students an exceptional learning experience. The school is a teacher led, child centered school, where teachers will meet the needs of the students. There are new programs offered for the students, which includes engineering, technology, and science through hands on learning. The classrooms are modernized and the use of technology will be used on a daily basis to help the children work towards futuristic opportunities. Once the child is enrolled, parents will not have to re-enroll their child each year. Rockingham County schools are excited to offer this to the Moss Street community. This school is an experience like no other.



Wise Guys



Wise Guys is an evaluated program that has been proven successful in helping adolescent males make positive decisions about sexuality.

Teen males are often overlooked and underserved when it comes to addressing teen pregnancy; however, the issue cannot be fully impacted without their positive engagement. The Wise Guys program meets their crucial need for an opportunity to learn correct information in a safe and respectful environment. Wise Guys gives young men a chance to rethink their understandings of these concepts, and to consider the idea of strength as something that is shown most powerfully through respect and responsibility, not by force. In Rockingham County, Wise Guys are in middle and high schools. They have reached 645 males from January 2018– November 2018, and 191 from August 2018– November 2018.

Gear Up



GEAR UP stands for Gaining Early Awareness and Readiness for Undergraduate Programs. It is designed to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. The program provides services at high-poverty middle and high schools. GEAR UP is a highly competitive grant program that helps empower local partnerships comprised of K-12 schools, institutions of higher education, state agencies, and community organizations to achieve three strategic goals: 1.) increasing the postsecondary expectations and readiness of students; 2.) improving high school graduation and postsecondary enrollment rates; and 3.) raising the knowledge of postsecondary options, preparation, and financing among students and families. GEAR UP grantees serve an entire cohort of students beginning no later than the seventh grade and follow the cohort through high school. GEAR UP funds are also used to provide college scholarships to low-income students. Schools to receive services must have been identified as having over 50% of the student population as receiving free/reduced lunch (FRL). For the previous six years, Rockingham County has been a part of an eleven (11) district state grant. The GEAR UP grant in RCS has served the following middle and high schools: Holmes Middle School, Morehead High School, Western Rockingham Middle School, McMichael High School, Reidsville Middle School and Reidsville High School. Gear Up is in the final year (2018-2019) to receive GEAR UP services at the three high schools, serving only 10th – 12th graders.

In Rockingham County Schools the GEAR UP grant was first initiated in 2011 to serve students in three middle schools, Holmes Middle School, Reidsville Middle School and Western Rockingham Middle School and three high schools, Morehead High School, Reidsville High School and Dalton McMichael High School. The grant initially started with a cohort of students entering the sixth grade and followed them through until graduation. This being the final year of the grant implementation in Rockingham County Schools, the grant now only serves 10th-12th grade students with each of the three high schools employing a GEAR UP Coordinator that works with administration and staff to create and support opportunities for students through a number of opportunities such as ACT Prep, tutoring offered in math and reading, college tours and on campus events, guest speakers, and fireside chats. The following information from the 2017-18 school year demonstrates the significant reach and impact of GEAR UP in Rockingham County: 975 students received tutoring and homework assistance; 690 students received counseling and advising services; 143 students received mentoring services and; 238 students participated in college visits. The GEAR UP Coordinators work closely with high school counselors and college advisors to assist students in exploring the right career and/or college pathway and through their efforts a total of \$12,547,761 of local, community organization and college scholarships were offered to seniors graduating from Rockingham Schools in the June of 2018.



SOCIAL DETERMINANTS WITH AN EMPHASIS ON EDUCATION

Rockingham County Education Foundation



Ten years ago, RCEF, organization set out to increase the college going culture of Rockingham County, placing recent college graduates into our schools to help seniors with applications, scholarships, financial aid, and much more. In the past decade, more than 9,707 local seniors have received college support and over \$176 million in scholarship dollars have been offered to our students. By working collaboratively, RCEF have increased the graduation rate by 20% and nearly doubled the rate of students attending career programs and college. RCEF are grooming their youth into thriving residents that want to live and work in the county. RCEF, has invested \$140,000 into early childhood initiatives, including STRIVE and Dolly Parton's Imagination Library, a program through Rockingham County Partnership for Children that provides books at no cost to all children ages birth to five. The early years are a critical period in children's learning and development, providing the necessary foundation for more



advanced skills. In Rockingham County, only one in three children enter kindergarten ready to learn, often trapping them in a cycle of continuous catch-up in their education. Together, RCEF can change that narrative—creating literacy-focused homes, increasing access to high-quality childcare and preschool, and better aligning our early childhood and K-12 education systems to focus on whole-child success. RCEF has work to do to ensure kindergarten readiness. Parents play the most significant role in their child's success. Children with engaged parents have higher achievement and test scores, reduced absenteeism, better social skills, and show improved behavior. Last year, when the community asked the foundation to tackle parent involvement concerns, RCEF launched the Parent Engagement Program, an evidence-based parent leadership and empowerment program designed to grow parents into effective partners and problem solvers, ultimately increasing student achievement by reducing barriers to success. RCEF supporters have volunteered over 8,520 hours for education through initiatives like our MLK Day of Service, STRIVE and Focus on Children advocacy groups, volunteering at the Candidates Forum, teacher appreciation events and much more.

Parent Engagement Program



The Parent Engagement Program (PEP) is a leadership program for parents. Workshops build on leadership skills and allow one to become informed partners, advocates, and leaders for education. Through this program parents will work with other parents, meet key education leaders, learn how to reduce barriers for children to be successful, and create a project for local schools. Participation in the local Rockingham County Education Foundation's Parent Engagement Program is open to parents who have or had children in public schools or work closely with parents and children. Rockingham County Education Foundation is excited for the community that these new leaders bring to our schools and communities. The group was congratulated on their accomplishments and the PEP program truly value them as partners, proactive problem solvers, effective decision makers, mentors, and education advocates.

Securing Tomorrow Rockingham Invests in and Values Education (STRIVE)



STRIVE is a collaboration of early childhood education partners working to coordinate early education strategies, curriculums, community resources, and to promote early childhood literacy. STRIVE is working to increase scholarships, wages, and supplements. They have also developed short, mid level, and long term goals which includes: 80% of eligible children will be enrolled in Dolly Parton's Imaginary Library, sustained investments in early childhood, and to increase percentage of children reading at a grade level by 3rd grade. The target audiences are parents and caregivers, community leadership, community at-large, and service providers. There are a total of 2,992 program graduates who turned 5 and aged out of the program. During FY 2017-2018, there were 28,763 books mailed to children enrolled in the Dolly Parton Imaginary Library.

Rockingham County Integrated Health Care Program



During the 2017-2018 fiscal year, services were offered to 152 citizens. Of this number, 95 people consented to receive services, which were 35 more than the previous fiscal year, representing a 37% increase in program participation. The impact of the work from Integrated Health Care has shown a 17% decrease in calls for EMS Service of those who were willing to participate within the last fiscal year. Additionally, approximately 21% of the program participants needed placement in Skilled Care, Assisted Living or Other Long Term Residential/Income Based Housing. Collaborative community partners such as Layne's Family Pharmacy, Carolina Apothecary, Rockingham County Public Health (Pharmacy and Clinic), Rockingham County Social Services, Aging, Disability and Transportation Services, Rockingham Rescue Mission, Lot 2540, numerous area churches, The PENN Program, Advanced Home Care, Rockingham Health Care Alliance, Cardinal Innovations, area Behavioral Health and Substance Abuse Network Providers among the many others, have worked with the Integrated Health Care Program to fill as many of these service gaps as possible.



Pharmacy Initiative

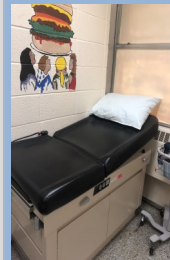


The Rockingham County Division of Public Health's Pharmacy services offers prescription fillings for Rockingham County employees. The pharmacy has a limited formulary, but that formulary covers a broad range of chronic disease medications including but not limited to

diabetes, hypertension, high cholesterol, pain, cold and allergies, and gout. The pharmacy does not accept insurance so all medications are paid for by cash (1 month supply is \$4 and a 3 month supply is \$10). The pharmacy does accept written prescriptions and electronic prescriptions sent from county employee providers. The employee Nurse Practitioner also collaborates with the program. You can't beat the convenience of being seen by a provider and having a prescription filled in the same building. The pharmacy also sells low cost diabetes supplies. The pharmacy usually has free glucometers and low cost test strips that match the meter. The test strips are sold for \$7 for a box of 50 and there are also lancets for sale (\$4 for a box of 100). Rockingham County Government are grateful to have this program for its employees. Some benefits of the program include: low medication costs, increase productivity (less days missed from work), and to improve employee health. This program is also proven to help with medical costs and to support healthy lifestyles.

ACCESS TO HEALTHCARE PROGRESS

Student Health Centers



During the past year, the Rockingham County Student Health Centers continue to increase access to care for our most vulnerable high school students. The health centers seek to re-engage disconnected students and reduce barriers to earning and

improve the health and school performance of the students we serve. The centers are staffed by a multidisciplinary team that includes: Nurse Practitioners, Physician Assistants, Registered Nurses, Behavioral Health Counselors, Health Educators, Nutritionists and Medical Clerks. For the 2017-18 school year there were 7,904 visits to the health centers. A total of 2,262 visits were for preventive care services including 392 for sports physicals and 306 to receive adolescent immunizations. Of the students who used the health centers for this time, 58% had Medicaid or Health Choice, 35% had private insurance and 7% were uninsured. School-Based Health Centers are typically utilized by male adolescents more than traditional providers, 45% of the visits were from males. 90% of all high school students had their parents' permission to use the health centers. An anonymous student satisfaction survey documented that 71% of students reported missing less school because of having access to services on site. The Rockingham County Student Health Centers are a community partnership of Annie Penn-Cone Health, Rockingham County Schools, UNC Rockingham Health Care, and Rockingham County Division of Public Health. The centers are a United Way of Rockingham County Agency and are most grateful for the grant support they currently receive from the Reidsville Area Foundation. The centers are open school days from 7:30am-4:00pm.



EMERGING ISSUES

ALBAAD USA, Inc. Announces Expansion in Rockingham County

Albaad USA, Inc. announced its expansion plans in April, which included creating 302 new jobs and investing \$45 million in its existing facility on Technology Drive in Reidsville, N.C. and also moving into a second location at the former Ball Corp. plant. Albaad USA is a multinational manufacturer of wet wipes and other hygiene products. The expansion will enable the company to produce additional lines of personal care products in Rockingham County.

Rockingham County, NC and city of Reidsville recently approved a total of \$2.3 million in incentives for Albaad USA's expansion in North Carolina. Rockingham County will provide a total post-performance incentive to Albaad of \$1.2 million to be paid out in annual installments in five phases over a 12-year span, and the city up to \$1.1 million. The company must first meet the investment and job requirements for each phase to receive payments.

According to the agreement, the first phase will include the creation of 140 jobs with Albaad investing \$18 million in building renovations, machinery and equipment. The next four phases will focus on Albaad's investment of \$27 million into machinery and equipment and the creation of 162 positions. Final annual installments by both local governments for the fifth and final phase will be completed by June 30, 2031.

As one of the three largest producers of wipes in the world, Albaad is committed to delivering excellent-performance wipes for every need. In order to meet their goals, Albaad has installed world-leading production facilities in Israel, Germany, Poland, and the U.S. that are equipped with the latest technologies to provide cost savings. Albaad produces every part of the product in-house – including the raw material and employ a dedicated R&D team with proficiencies in each of the specific arenas needed to produce world-class wipes.



ITG Brands Reidsville Plant Closing 2020



ITG Brands, LLC is the third-largest tobacco company in the U.S., and offers a broad portfolio of some of the most well-known cigarette, cigar and electronic cigarette brands. ITG Brands plans to end operation in Reidsville, N.C. in 2020 and relocate to Greensboro, N.C. There are 117 workers employed at the Reidsville facility. The workers will remain at the Reidsville factory until they close in 2020. The company has a long, storied history in our community and it has been a cornerstone of Reidsville's economy for well over 100 years. This is a devastating loss for Rockingham County. City of Reidsville and Rockingham County leaders plan to work with the displaced employees to try to help them find new jobs where their skill will be needed.

The company says by moving operations to Greensboro, it will lower manufacturing and regulatory costs, and will be able to reinvest in its business and continue to grow its brands.

Rockingham County CIO Receives Award for Helping Local School District Recover from Malware Attack

Rockingham County Chief Information Officer (CIO) Derek Southern received a prestigious award at the NC Local Government Information Systems Association (NCLGISA) Conference, in Asheville in October 2018. He received the *James S. Cooper Award*, and was nominated by Kacey Sensenich, Chief Technology Officer of Rockingham County Schools, for his immediate response and deployment of his support staff in helping the district recover from a malware attack on Dec. 12, 2017.

NCLGISA is an association of North Carolina local government information technology professionals. Its purpose is to assist its members in sharing experiences and ideas and in undertaking cooperative efforts intended to achieve the association's goal of improving the effectiveness of local government information systems. The association is a state Chapter of GMIS, an Association of Government IT Leaders.



NEW INITIATIVES

FDA Proposes Action on Menthol, but Falls Short to Stem Youth E-Cigarette Epidemic



The FDA's announcement on November 15, 2018 of proposed steps to prevent youth use of flavored e-cigarettes, cigars and cigarettes shows that the agency is serious about taking action to close the "on ramp" to nicotine addiction for kids. Banning menthol cigarettes and all flavored cigars is one of the most powerful actions the FDA can take when it comes to saving lives. The regulatory process can be slow and each day lost is measured in lives. While the

FDA's proposed sales restrictions on e-cigarettes are a step forward, they are not enough to stem the youth e-cigarette epidemic. The Truth Initiative urges the FDA to eliminate flavors, ban online sales, restrict marketing to youth and require thorough premarket review for e-cigarettes so they can ensure that these products are a benefit to public health and won't show up in every high school and middle school in America. Considering the fact that youth who use e-cigarettes are four times more likely to begin smoking tobacco cigarettes, today's alarming National Youth Tobacco Survey results underscore that e-cigarettes and flavored tobacco products are addicting a new generation and turning back the clock on decades of progress in the fight against tobacco. Today's new data show 51.2 percent of high school students who currently use e-cigarettes use menthol- or mint-flavored products. According to a Truth Initiative survey, among youth and young adult JUUL users, Cool Mint, Mango and Fruit Medley were the three most popular flavors among 12-17- year-olds with Cool Mint being the most popular flavor among 18-21-year-olds.



To a young person, mint means candy, period.

Medicaid Transformation

Starting in July 2019, 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

Western Rockingham County Recreation Dreamers



The Western Rockingham County Recreation Dreamers meet on the third Monday of each month at the Madison-Mayodan Recreation Center from 5:30 to 7:30pm. Their mission is to *create comprehensive, inclusive, and foundational recreation opportunities for*

western Rockingham County citizens that will create growth in reasonable, momentum-building, flexible phases toward a healthy, economically thriving, united, and stable community over the next decade. Janice Wilkinson, a retired teacher turned community advocate, began convening the group over two years ago when she saw the need for more recreation resources and opportunities for her community. Those attending meetings recently include representatives of the Madison-Mayodan Recreation Commission, the Madison-Mayodan Parks and Recreation Department, the Western Rockingham Chamber of Commerce, the Town of Stoneville, the Mayo River State Park, Rockingham County Schools, Rockingham County Division of Public Health, and other actively engaged community citizens who live and work in the area.

New Continuing Education Courses Coming to Rockingham Community College

RCC has one of the largest campus' of any North Carolina Community College, 266 acres, including 6 miles of walking trails. In addition to buildings housing educational, administrative and student resources, RCC has excellent athletic facilities and a premier performance venue, the Apple Amphitheater. Rockingham County was the site of the first North Carolina Industrial Education Center, precursors to the state community college system.

RCC celebrated its 50th Anniversary during the 2016-2017 academic year! Spring of 2019 will be an exciting year for Rockingham Community College, new continuing education courses will be offered. The courses include:

- Auctioneering
- Comp TIA Network & Security
- Detention Officer Training
- Manufacturing Production Technician
- Natural Hair Care
- Small business seminars will begin January 2019!



For more information, check out www.rockinghamcc.edu

Rockingham County Teen Leadership Council



The Rockingham County Teen Leadership Council is a new initiative sponsored by Rockingham County Government, wherein Leadership Council members will serve as a liaison between the youth of Rockingham County and their County Government.

This is a service-oriented organization that requires monthly meetings as well as participation in programs throughout the school year. Interested applicants are encouraged to read the Leadership Council's bylaws and attend a County Commissioner meeting to see what being a part of a governing team is like firsthand.

Students entering grades 9-12 for the 2018-2019 school year who attend a public, private, or home school within Rockingham County are eligible to apply.

The deadline for applications was May 30, 2018. Membership selection was made before July 20, 2018, at which time all applicants received a letter of status. Membership in the Rockingham County Teen Leadership Council is expected to be very competitive, and those not selected were encouraged to reapply in subsequent years.

Rockingham County
Teen Leadership Council
Application / Nomination Form

The Rockingham County Teen Leadership Council is a new initiative sponsored by Rockingham County Government. The Council members will serve as a liaison between the youth of Rockingham County and their County Government.

For the 2018-2019 school year, the Council members will serve as a liaison between the youth of Rockingham County and their County Government. The Council members will serve as a liaison between the youth of Rockingham County and their County Government. The Council members will serve as a liaison between the youth of Rockingham County and their County Government.

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Application

First Name: Last Name:

Gender: Phone:

Age: Current Grade: School:

Address:

City: State: ZIP Code:

How did you first hear about the Teen Leadership Council?

List any activities you have been involved in for the last 2 years at school, church, community or employment.



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

Ayesha Parker

Rockingham County Healthy Carolinians Partnership Coordinator

atparker@co.rockingham.nc.us

336-342-8258

For more information visit www.rockinghamcountydhhs.org

ROCKINGHAM COUNTY HEALTHY CAROLINIANS PARTNERSHIP MEMBERS

Aging Disability & Transit Services of
Rockingham County, Inc.
Cone Health System - Annie Penn Hospital
Boys and Girls Club of Eden
City of Eden
City of Reidsville
Dan River Basin Association
General Media
Health First Chiropractic and Progressive
Rehab
Madison-Mayodan Recreation Department

Piedmont Triad Regional Council
Reidsville Area Foundation
Rockingham County Center for Active
Retirement
Rockingham County Citizens
Rockingham County Community
Transformation Catalyst
Rockingham County Department of Health
and Human Services
Rockingham County Education Foundation
Rockingham County Healthcare Alliance

Rockingham County Partnership for Children
Rockingham County School System
Rockingham County Student Health Centers
Rockingham County Youth Tennis
Rockingham Pregnancy Care Center
Taylor Chiropractic
Town of Wentworth
YMCA of Greensboro - Diabetes Prevention
Reidsville Family YMCA
Rockingham County Tennis Association