



# 2017

# 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 2017 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. This document will serve as a synopsis of their combined efforts.

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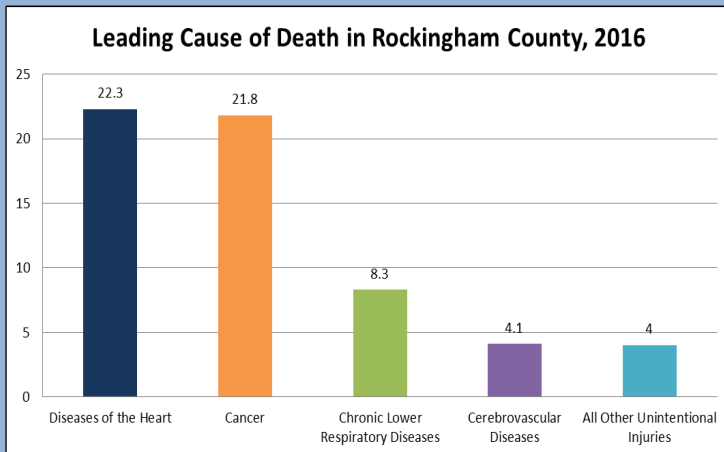
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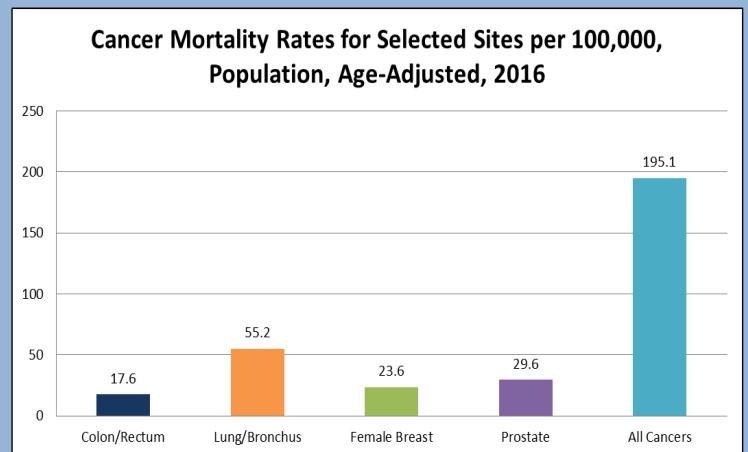
Teresa K. Lowe, Social Worker (Vice Chair)

Mark F. Richardson, County Commissioner

# ROCKINGHAM COUNTY DEMOGRAPHICS



NC State Center for Health Statistics, 2017



NC Cancer Registry, 2017

Population Estimate, 2017 91,393

White, 2016 77.9%

Black or African American, 2016 18.9%

American Indian, Alaska Native, Asian, 2016 0.6%

Hispanic or Latino, 2016 6.2%

Median Household Income, (2011-2015) \$38,126

Persons Below Poverty Level, (2011-2015) 18.7%

Unemployment Rate, Unadjusted, August 2017 4.8%

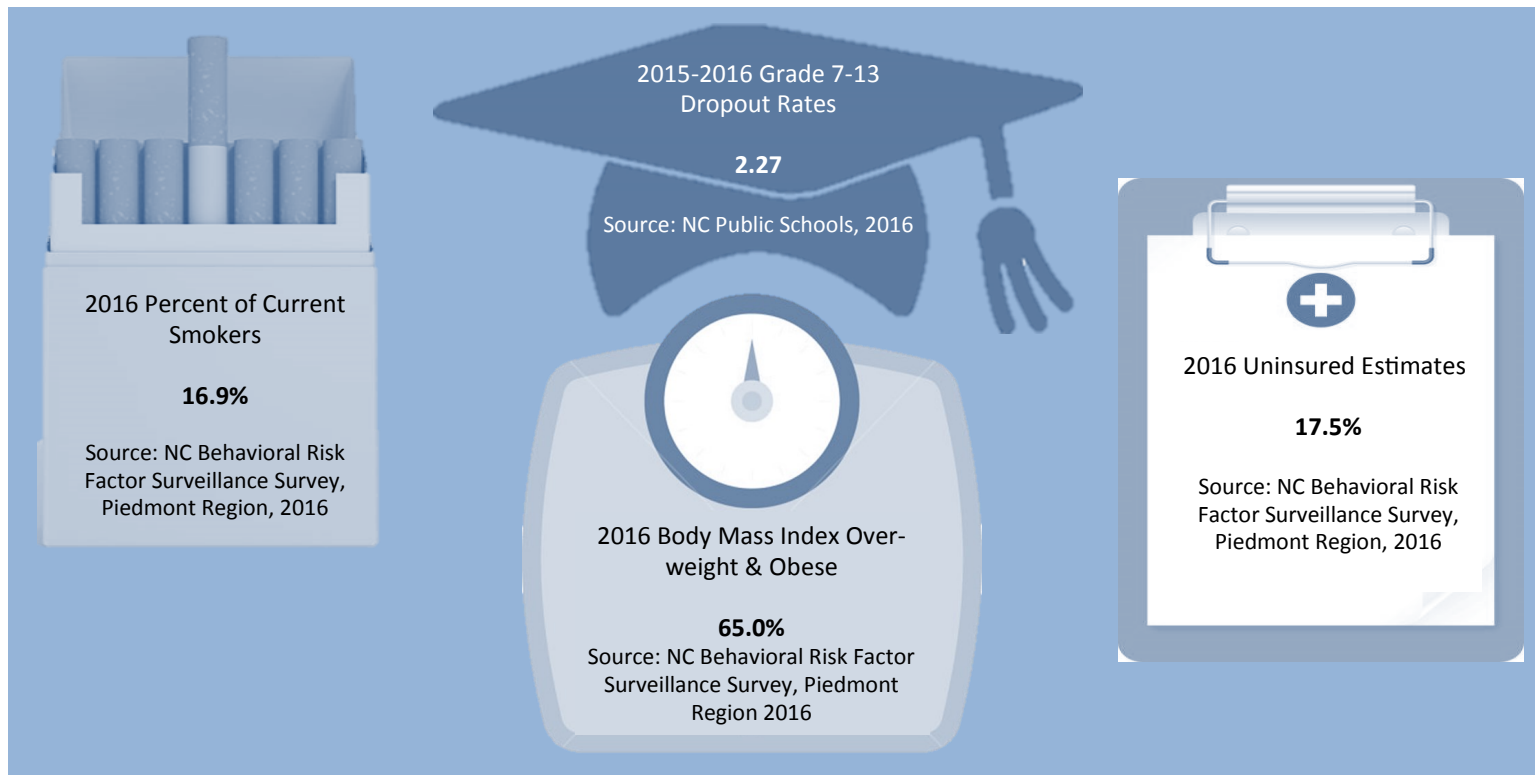
Sources: US Census Bureau: State and County QuickFacts, 2017 and NC Dept. of Commerce, 2017

Rockingham County has continued to make the health of its residents a priority in 2017. Many of those endeavors are outlined in this report. Much of the information described in this report is reflective of data from 2016, but was made available to the public in 2017.

Rockingham County experienced an estimated decrease in the population in 2016 and the unemployment rate went from 6.0% in March 2016 to 4.8% in August 2017. Diseases of the heart are the leading cause of death for Rockingham County residents. The county also has higher rates of heart disease, diabetes, chronic lower respiratory diseases, and cerebrovascular disease when compared to state averages.

Infant Mortality Rates, 2016 Rockingham County	
White	7.5
African American	23.2
Disparity Ratio	3.09
Source: NC State Center for Health Statistics, 2017	

Causes of Infant & Child Deaths, 2012 - 2016, Rockingham County	
Perinatal Condition	23
Illness	12
All Other	9
Birth Defects	7
Source: NC State Center for Health Statistics, 2017	



## ROCKINGHAM TOP PRIORITIES

### Physical Activity and Nutrition

Obesity affects approximately 78.6 million Americans, with numbers steadily increasing since 1960. As a leading cause of United States mortality, morbidity, and disability, obesity poses a large burden on the US health care system. Alliance for a Healthier Generation states that North Carolina has the 23rd highest childhood obesity rate in the United States. Currently 31.4% of youth in North Carolina are overweight or obese. NC is the 25th most obese adult state in the US at 29.4%. Being obese puts affected individuals at risk for over 30 chronic diseases such as heart disease, high blood pressure, asthma and diabetes. According to HHS.gov one-third of all children born in the year 2000 or after may suffer from diabetes at some point in their lives. Incorporating healthy changes now can help provide the next generation with the most opportunities to live a longer and healthier life. 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

Good health starts in homes, schools, workplaces, neighborhoods, and communities. Taking care of yourself by eating well and staying active, not smoking, getting the recommended immunizations and screening tests, and seeing a doctor when you are sick all influence health. Health behaviors alone cannot account for health status differences between groups of individuals. Health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the cleanliness of our water, food, and air; the nature of our social interactions and relationships; and the quality of our schooling. Education creates opportunities for people to have better health. In turn good health has a profound impact on obtaining an education. This is why Rockingham County has chosen social determinants with an emphasis on education as one of the top priorities for the county. This report will explain the progress and new programs that are helping to improve educational statistics in Rockingham County.

### Access to Healthcare

Access to quality healthcare services is integral for maintaining health, preventing disease and reducing premature death. There are many factors that can impact a community's access to healthcare including: high costs, inadequate insurance coverage, or lack of available services. Rockingham County experiences a few of these barriers that prevent residents from accessing services. Not only does the county lack a public transportation system that connects the county, but there is also a shortage of medical professionals needed to serve the community. In order to understand access to health services, it is important to know the four components of healthcare access: coverage, services, timeliness, and workforce. Rockingham County is making great strides to increase the number of county residents who have comprehensive, quality coverage and access to adequate healthcare facilities. Those efforts are summarized in this report.

# PHYSICAL ACTIVITY AND NUTRITION PROGRESS

## Be Healthy Rockingham County



The members of the Be Healthy Workgroup have been working diligently on its mission to help residents seek better health through improved physical activity and nutrition. In order to ensure that the group is meeting the needs of community residents, they decided to discontinue the Be Healthy Rockingham County, NC App in November 2017 and revise the way that health information is dispersed. The team will be distributing a community survey that focuses on ideal information dissemination and what residents envision as a healthy community. The Be Healthy maps that were created in 2015 have been well received and will continue to be updated and distributed.

## Diabetes Prevention Program



Diabetes affects an estimated 23.6 million people in the United States and is the fourth leading cause of death in Rockingham County. In 2013, diabetes affected 14.1% of Rockingham County residents compared to those of the state at 9.6%. This shows a slight rate increase compared the 2012 Community Health Assessment. Since the 2016 Community Health Assessment, Rockingham County Division of Public Health, along with other partners, have offered the Minority Diabetes Prevention Program (MDPP) as well as the general Diabetes Prevention Program (DPP). DPP is an evidence-based, CDC recognized program that helps those at high risk of developing type 2 diabetes adopt and maintain healthy lifestyles by eating healthier, increasing physical activity, and losing a modest amount of weight in order to reduce their chance of developing the disease. Rockingham County Division of Public Health is currently offering five cohort classes with a total of 45 participants (two of which are with area churches and three with worksites)\*. Rockingham County's six month report for the MDPP revealed the following:

Requirement #	Description	Met	Narrative
5	Attendance during months 1-6		Participants attend a minimum of 4 sessions
8	Weight loss achieved at 6 months		This is only 6 months into the year-long program. Current total weight loss is 17.69%
11	Program Eligibility		Fifty percent of the participants meet the eligibility requirement.



AN INITIATIVE OF THE  
KATE B. REYNOLDS CHARITABLE TRUST

Rockingham County residents have been hard at work continuing to improve community health through Healthy Places NC, a long-term initiative of the Kate B. Reynolds Charitable Trust. The Trust is a statewide foundation in Winston Salem dedicated to improving the health and quality of life for disadvantaged residents across NC. In Rockingham County, the community has rallied around efforts to tackle chronic illness and help residents be proactive about their health. Whether it has been the Get Fit Eden campaign hosted by the Chamber of Commerce, a clinic in the Reidsville Housing Authority, or mountain bike clubs in Mayodan, the message is that everyone can have a role in community health. Lot 2540, in connection with Rockingham United, is establishing a mobile market as a way to connect with the most vulnerable residents in the county in locations that are easy for them to access. They'll be partnering with other health-focused efforts to reach people in parts of the county that may not be served with existing programs. Rockingham United will focus on aligning existing county and community resources for low-income residents. Community members have come together to think about how social issues such as poverty, transportation, and job opportunities impact health in their community and are looking for ways to infuse existing and new health improvement work with their learning. A Food Policy Council is also on the horizon. The Council would look at how food systems can be aligned better with health and economic development. Rockingham County continues to develop their natural assets for outdoor recreation spaces guided by community input from master plans and ongoing dialogue with residents. The trail at Matrimony Creek will soon be the next addition to trails in the area and will connect to waterfront views. By being proactive and focusing on

# PHYSICAL ACTIVITY AND NUTRITION PROGRESS

## Rockingham County Wellness Policy

Rockingham County Wellness Committee initiated a county-wide wellness policy in September 2017 for employees. The policy aims to promote behaviors that allow employees to adopt and practice healthy lifestyles in order to improve their mental and physical well-being. Employees are encouraged to participate in wellness programs such as lunch and learns, walking initiatives or physical activity classes as well as other healthy activities such as taking two fifteen-minute exercise breaks during the work day. The policy also outlines nutrition guidelines to help employees make healthier food choices.



## Rockingham County EAT Fresh Initiative

For the past year Watkin's Farm has been making fresh fruits and vegetables available to county residents through their mobile farmer's market. Three days each week, James Watkins and his wife Carole operate a mobile farmer's market at various locations throughout Rockingham County. Every Wednesday from 2-3 pm they are conveniently located in front of the Rockingham Governmental Center as a part of the county's Eat Fresh Initiative. Here employees and residents alike can fulfill their fresh produce needs. On Thursdays and Fridays the market can be found at Morehead Memorial Hospital and Annie Penn Hospital. James and his wife provide a variety of fresh seasonal produce, local honey, jams, salsa and an assortment of freshly baked goods. This year 517 patrons helped the business generate over \$3,000.00 in revenue. Watkin's Farm continues to see a steady increase in patronage and enthusiasm around getting residents to eat healthier and buy locally!



Watkin's Farm



The Rockingham County Diabetes Task Force is a volunteer organization that addresses Diabetes through advocacy and collaboration. The mission is to promote improved quality of life for people with diabetes by improving outcomes and reducing risks of short and long-term health complications.

The Diabetes Task Force of Rockingham county hosted its third annual "Rock Your Health" Wellness Fair in conjunction with the Reidsville YMCA's annual Turkey Trot race on November 11, 2017. Despite the chilly temperatures the event was a huge success! More than 25 vendors provided information and services to over 107 participants. Attendees received information on topics such as diabetes management, nutrition, and community services specializing in diabetic care. Participants were able to receive free audiology and blood pressure screenings, flu shots, and much more. Entertainment included door prizes, pop corn and a light Zumba session. Celebrity guest Chef Curtis Aikens gave a lively interactive demonstration of two of his delicious, diabetes friendly recipes— vegetable stew and "healthy" fried chicken.



Currently the task force is pursuing 501 (c) (3) status. In October 2017 a board of directors was formed and all participating members accepted their respective positions. Moving forward the board will establish and approve Bylaws, vote on officer positions and create and vote on any necessary committees.



# SOCIAL DETERMINANTS WITH AN EMPHASIS ON EDUCATION

## Rockingham County Education Foundation



The mission of the Rockingham County Education Foundation (RCEF) is to provide leadership, advocacy, and program resources to increase the education levels of

Rockingham County citizens. By doing so, we will make our community an attractive place to live, work, and do business. One of the efforts of the RCEF are to implement an evidence-based initiative known as the Parent Engagement Program (PEP). The purpose of the PEP is to create an atmosphere for increased knowledge of the school system and the importance of parental involvement in a child's education. In 2017, the RCEF hosted 8 "roundtable-type" information sessions to gain a clearer understanding of what the community thinks of the education system in Rockingham County. The most noted concerns were communication and funding. Two sessions took place in 2017 and the remaining 5/6 will be held starting January 2018.

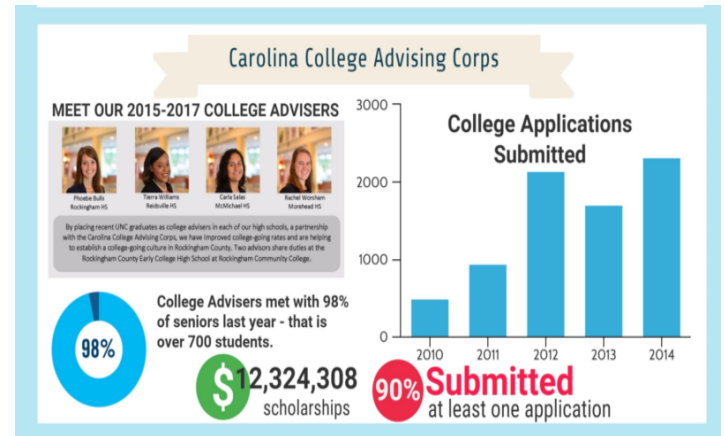


GEAR UP stands for "Gaining Early Awareness and Readiness for Undergraduate Programs" and is a national initiative funded by the U.S. Department

of Education. The program is intended to increase the number of low income students who are prepared to enter and succeed in post-secondary education. GEAR UP also aims to increase students' and their families' knowledge of postsecondary education options, preparation and financing. This past year the GEAR UP Program continued to serve both middle and high school students at Holmes Middle, Reidsville Middle, Western Rockingham Middle, Reidsville High, Morehead High and McMichael High schools. The program provided many services to students including 3,845 hours of tutoring and homework services, 1,378 of college visits, and 975 hours of financial aid counseling. 1,744 students received college advising and academic planning services resulting in a total of 4,096 hours. Students can also participate in motivational activities, summer enrichment programs, cultural events, after-school programs and parent involvement activities. The Rockingham County School system will be entering its sixth year of a seven year grant. During the remainder of the grant period services will only be provided at Reidsville High, Morehead High, and McMichael High School.

## Carolina College Advising Corps

Since 2008 Carolina College Advisers have helped approximately 3,800 low-income or first generation students annually make postsecondary education plans. In 2016, 57% of Rockingham County seniors enrolled in post-secondary institution and over \$12,000,000 in scholarship money was awarded to them. After three years of having a college advisor, partner high schools saw an average increase of five percentage points in the immediate college going rate. By 2018 the program intends to increase the number of students who apply to three or more schools by 5%. During the 2015-2016 school year, 54% of seniors completed their FAFSA



## 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 and community resources, and to promote early childhood literacy through the Dolly Parton's Imagination Library and parent-child reading programs.



During the 2017 legislative session, North Carolina state lawmakers included funding for the Smart Start network to offer free books through the Dolly Parton's Imagination Library to children across the state. Imagination Library is a program created to foster a love for reading among children aged birth to five through the gift of a specially selected book delivered to their home each month. The Rockingham County Partnership for Children coordinates the program locally. With the expansion by the NC General Assembly, 1,000 additional children will be enrolled in the program..

To register a child, visit <http://www.smartstart.org/dolly-partons-imagination-library/>. Every child in Rockingham County, under the age of 5, is eligible.

## Rockingham County Integrated Health Care Program



The Integrated Health Care Program focuses on aligning existing county and community resources for medical care and social services through shared records network. The

comprehensive service began operating in January 2017 and intends to assist primarily low-income individuals with chronic medical & mental health conditions who may have unmet health care needs due to barriers accessing care or receiving consistent care. Since its inception the Integrated Health Care Team has seen a total of 91 clients with the addition of 61 new clients since July 1, 2017. There has been a 63% increase in clientele since the beginning of the year. Mental Illness, Hypertension and Diabetes currently remain the leading target conditions. Integrated Healthcare has seen moderate success with a few of its clients. They have helped clients battle uncontrolled hyperglycemia and reach consistent blood glucose levels. They have also helped other clients battling alcoholism successfully get into rehabilitation programs. Many of Integrated Healthcare's clients suffer from some form of mental illness. They are able to assist these patients in getting connected with proper mental, physical and dental services along with establishing a primary care home.



### Student Health Centers

Beginning their 24th year of operation, the Rockingham County Student Health Centers remain a strong collaborative community organization and partnership that aims to provide access to care for the most vulnerable high school students. The Student Health Centers were chosen by the national School-Based Health Alliance to serve on a collaborative improvement and innovation network (COLIN). At the close of the 2016-2017 school year, RCSHC performed extremely well when compared to national outcomes. They scored above average in 3 out of 4 categories and met the average in the final category. Utilization of student health centers sites saved students an average of 3 hours and 44 minutes per visit. There were 9,460 visits to the health centers during the past school year. Many of the students would not have access to care if the health centers were not available on site. This includes 6,792 Medical visits, 2,690 Preventive visits, 1,148 Mental Health visits, 298 Nutrition visits. For the same time period 90% of all high school students had parental consent to use the centers. 98.8% of students reported they were pleased with the care they received at the centers and 71.5% of students reported they missed less school because they had access to services on-site.

## ACCESS TO HEALTHCARE

### Fill the Gap Dental Program



The Fill the Gap Program has given the Rockingham County Division of Public Health the opportunity to provide quality, basic dental services for the county's uninsured, low-income and indigent residents who lack the financial resources for dental care.

Funding for the Fill the Gap Program provided services to 120 clients/visits during July 1, 2016 – January 31, 2017; providing a total of 235 dental services. Procedures included 71 Limited oral evaluations, 65 periapical x-ray – first film, 20 periapical x-ray – two or more, 2 Panorex x-rays, 64 extractions, erupted tooth or exposed root, 10 surgical extractions – erupted tooth, and 1 emergency treatment – palliative.



### Rockingham County People Engaging in Neighborhood Nursing (PENN)

Rockingham County Penn Program (People Engaging in Neighborhood Nursing), formally known as Annie Penn/Cone Congregational Nursing, continues to provide a holistic approach to wellness based on the programs objectives:

- ♦ Enhance the health status of people served by Cone Health through outreach
- ♦ Promote harmony of body, mind, and spirit in achieving and maintaining individual health with a focus on disease prevention and reducing health risk behaviors
- ♦ Facilitate an active partnership between Cone Health, faith communities, agencies, and the community at large to promote wellness, chronic disease management, and healthier lifestyles
- ♦ During the 2016-2017 Fiscal Year the Program made a huge impact in the lives of many county residents. This impact was measured by the following:

#### Potential Cost Savings to Community

Activities	Number Achieved	Cost Per Unit	Total Cost Savings
Nursing Encounters (face to face)	1535	\$16.32 (Medicaid rate)	\$25,051.20
Emergency Room Visits Averted	154	\$1423 (National Average - patient charge)	\$219,142.00
Influenza Vaccines	450	\$46.85 (Direct and indirect cost)	\$21,082.50
NC Baptist Men's Dental Van (Rockingham Rescue Mission)	25	\$582 (Average cost per client for multiple dental services including extractions, fillings, cleaning)	\$14,550
<b>Total Potential Cost Savings</b>			<b>\$279,825.70</b>

#### FY 2017 Congregational Nurse Program Outcomes Rockingham County

1. Nursing Encounters (face to face, telephone contacts, screening events) - 2509
2. New referrals to a primary care provider - 358
3. Agency contacts of behalf of the client - 325
4. ER Visits Averted - 154
5. CN's worked at 19 sites with the underserved
6. Nineteen unpaid model churches
7. Worked with 454 uninsured clients and referred to ACA, Navigator, Medicaid, or Gold Card
8. Provided medication assistance to 104 clients through gift revenue
9. Provided transportation assistance to 98 clients to medical appointments
10. Provided 450 free influenza vaccinations to underserved



## EMERGING ISSUES

### OPIOID TASK FORCE

From 1999 to 2016, more than 12,000 people in North Carolina have died from opioid-related overdoses, a large majority of which were unintentional. Historically, pain medications (i.e. oxycodone, and hydrocodone) have been the leading cause of overdose deaths. However, more recently heroin, fentanyl, and other illicit drugs have begun to contribute to this problem resulting in increased deaths. Synthetic narcotics were involved in over 60% of unintentional opioid deaths in 2016. Overdose death rates are higher among whites, men, and those between the ages of 25-54.

In Rockingham County, there were 67 known opiate overdoses reported as of August 2017, 15 of which resulted in death. That total surpasses the 61 known overdose cases reported in 2016. First responders have handled 129 suspected overdose incidents.

In an effort to combat the Opioid epidemic the county has launched several initiatives regarding this issue. An Opioid Task Force was established to address the topic. In September 2017, a leadership forum on opioid addiction, misuse and deaths served as an opportunity for community leaders and elected officials to come together and learn about opioid drug use as well as to discuss and coordinate education, prevention and treatment strategies. Approximately 120 individuals representing various organizations, including health care officials, law enforcement, the department of health and human services, and county government, participated in the discussions. The county sheriff's office is also a "Project Lazarus" medication drop-off site. Through this program, residents can deposit any surplus or unused prescription medications in marked drop-off boxes 24 hours a day, seven days a week. In 2016, the sheriff's office disposed of 64 pounds of prescription pills that were collected through the program. The county administered an opioid and methamphetamine training in November 2017 to inform public workers about how to recognize the signs and dangers of opioid substances. The seminar, sponsored by the North Carolina Department of Health and Human Services, provided knowledge on how to protect oneself and proper reporting protocol when dealing with opioid substances.



### **Big Tobacco Corrective Statement Ads and Local Health Directors Plan to March Forth**



According to the North Carolina Tobacco Prevention and Control Branch, on November 26, 2017, cigarette manufacturers started running ads in 50 U.S. newspapers, including the Charlotte Observer. These court-ordered "corrective statements" announce what the industry knew about nicotine addiction, secondhand smoke, and tobacco related disease for decades, despite its public denial.

This effort was spearheaded by Judge Gladys Kessler, who issued a verdict against companies. In her final opinion, she detailed how the tobacco companies "have marketed and sold their lethal products with zeal, with deception, with single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted."

For more Information, visit the following sites:

[The Tobacco Prevention and Control branch of North Carolina](#)  
[Big Tobacco Guilty of Lying to the Public](#)  
[Text of the Corrective Statements](#)

### **Ball Corporation Closing**

In December 2016, Ball Corporation announced they would officially close their Reidsville plant in June 2017 after 38 years of operation. The company lost their largest client with the closing of Miller Brewery in Eden in September 2016, which had a negative impact on plant production. The reason for the closing is due to the acquisition of several other plants throughout the country. The plant has been a pillar of the community, providing 150 jobs and falling in the top 10 company taxpayers for the county. Aggressive promotion and attraction of new industries, corporations, businesses, and tourists is the priority for Rockingham County Economic Development and Tourism Department. The department is working closely with NC Works, Rockingham Community College, and others to ensure that plans are made for the many displaced workers. These workers are highly skilled and will be a great asset for industry recruitment. There will be a focused effort on targeting new businesses and industries who will need these skills.





# NEW INITIATIVES

## Rockingham Community College TRAILS Program



In an effort to promote education, tourism, the environment and economic development throughout the recently branded Dan River State Crossings region that spans parts of North Carolina and Virginia, Duke Energy gave a generous gift of \$700,000 in the spring of 2017 to Rockingham County Community College. The gift, the largest single gift given to any North Carolina Community College, was used to establish "Duke Energy TRAILS at Rockingham Community College". The continuing education program is the first of its kind in the United States and aims to prepare students for careers in outdoor recreation and education. Trail Recreation and Adventure Institute for Leadership and Service (TRAILS) is intended to meet workforce demand in one of North Carolina's five fastest-growing industries. Careers in the field include forest fire inspectors, conservation scientists, postsecondary teachers in forestry, recreation studies, fitness and conservation science and grounds maintenance workers. Over the last few years outdoor recreation has flourished throughout the county. Since 2015, various conservation organizations like the Dan River Basin Association have more than doubled the amount of trail mileage in Rockingham County. The first basic trail skills multiple day class was offered in mid-October 2017. Some students travelled from as far as 200 miles away. The curriculum consists of a sequence of classes designed for varying skill



## Medicaid Transformation

The North Carolina Association of Local Health Director's response to North Carolina's Proposed Program Design for Medicaid Managed Care is outlined below.

Local public health departments in NC currently provide both medical and non-medical health related services, programs, referral, and education in every one of North Carolina's 100 counties with a mission to protect and promote health. The public health system working so well across state and local partnership is strong here not only because we have a 100-year tradition of mission-focused and locally-supported work, but it is strong because it is needed. Public health is for everyone in all communities – and at the same time, is depended upon by our state's most vulnerable populations. Public health services fill gaps identified in community health needs assessments and provide the kind of care, upstream planning, and response the rest of the health care system is not always available for or trained to provide, including:

1. Communicable Disease surveillance, investigation, and treatment
2. Health screenings and provision of primary care/early life care or referral to primary care\*
3. Community public health nurses and community health workers
4. Family Planning including long-active reversible contraception, and prenatal care
5. Tobacco cessation, education and control\*
6. School-based work: Whole Child-Whole Community approach to child health\*
7. Nutrition counseling and treatment including diabetes management and pre-diabetes support, Women, Infant and Children Supplemental Nutrition Program (WIC) and breastfeeding support
8. Healthy homes and home visiting nurses / environmental health specialists working already on social determinants of health
9. Care management –for pregnant women (OBCM) and children (CC4C), but also for those patients in our communities with TB, Hepatitis C, HIV/AIDS, and chronic diseases
10. Immunizations – often the immunizing provider for local family practice\*

The vision you offer will be much more easily realized with local public health as an essential partner in a new Medicaid managed care approach.

# NEW INITIATIVES

## Lady Raiders Program

Lady Raiders 2017 is an after-school program at Reidsville Middle School aimed at helping teen girls in grades 6-8 build life skills such as self-esteem, confidence, and interviewing skills. The girls will participate in workshops and field trips to gain knowledge and skills on things that will serve them well beyond middle and high school. They will have a chance to discuss topics like social media etiquette, college and career readiness, healthy relationships and making positive and safe life choices.

The mission of this club is to positively impact the lives of maturing ladies as they embark on their journey through middle school. Some of the partnerships for the club include the Reidsville Teen Center, The Reidsville Area Foundation, Rockingham County Department of Health and Human Services, the Reidsville YMCA, and Rockingham County Partnership for Children.



## Food Policy Council

**Catalyst** for Healthy Eating and Active Living

The Catalyst is looking to establish a food policy council and leadership team within Rockingham county. This council aims to support local farmers and businesses in order to improve farm profitability and provide educational opportunities to create informed and healthy communities.

The food council anticipates collaboration with various stakeholders such as, Rockingham United, healthcare providers and cooperative extension programs, to improve access to healthy and culturally appropriate food options. The leadership team developed a survey that was distributed via email to assess the need for a cross-sector food council in Rockingham County. The recipients of the survey had previously been invited to an interest meeting regarding the food council. The leadership team will serve as the governing body of the council and will continue to explore ways that a Food Policy Council might best serve the local food system.

## Social Determinants of Health Task Force



According to Healthy People 2020, health starts in our home, schools, workplaces, neighborhoods, and communities. We know that taking care of ourselves by eating well and staying active, not smoking or drinking excessively, getting the recommended immunization s and screening tests, and seeing a doctor not only when we are sick but for annual physicals all influence our health. Our health is also determined in part by access to school and economic opportunities; the resources and supports that are available.

Social Determinants of Health—the conditions in places where people live, learn, work, play, and pray—can affect a wide range of health outcomes. Knowing the systemic impact social determinants have communities, a Social Determinants of Health Task Force was formed in Rockingham County in 2017 to ascertain which determinants of health could improve the overall health of the county. The group, lead by the Rockingham County Healthcare Alliance is composed of representatives from local hospitals, the health department, and related nonprofits. Their mission is to improve the health and well-being in Rockingham County through collaborative efforts driven by community leaders and residents to address concerns identified by those living in the communities they serve. The task force hopes to focus on assisting historically underserved populations and those most in need.

The principals which will lead the Social Determinants of Health Task Force of Rockingham County are:

- We believe in promoting equity, ensuring that our valuable resources are used where they are most needed.
- We believe in fair and inclusive processes and shared leadership for system efforts led by community members.
- We believe in the value, strengths, and assets of individuals and communities.
- We seek to collaborate across diverse groups to achieve the greatest good for all..
- We recognize the need for compassion, reflection, faith, and hope for self and others.



# 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

Jamila McAlister

Rockingham County Healthy Carolinians Partnership Coordinator

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336-342-8258

For more information visit [www.rockinghamcountydhs.org](http://www.rockinghamcountydhs.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

NC Oral Health Section

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