



Rockingham County Health and Human Services

Division of Public Health

2020 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 2020 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 2019/2020 Community Health Assessment (CHA). Those priorities includes:

- 1) Physical Activity and Nutrition—Emphasis on Diabetes**
- 2) Social Determinants—Emphasis on Education**
- 3) Mental Health and Substance Abuse — Emphasis on Opioids**

Since the 2019/2020 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) worked tirelessly on the newly completed 2019/2020 CHA process and priority identification.

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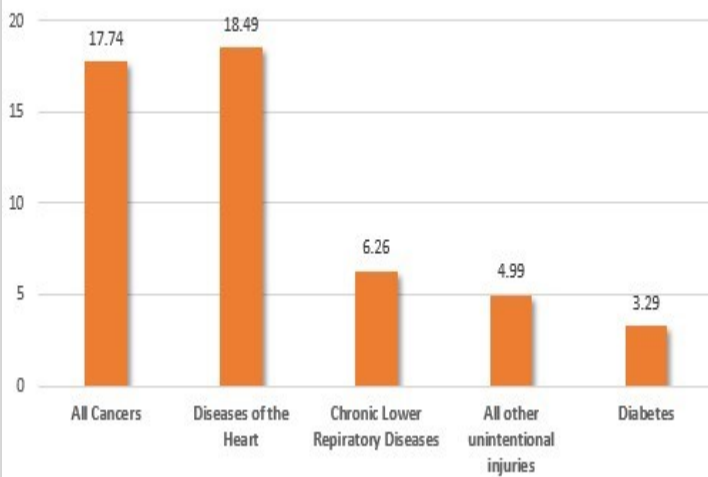
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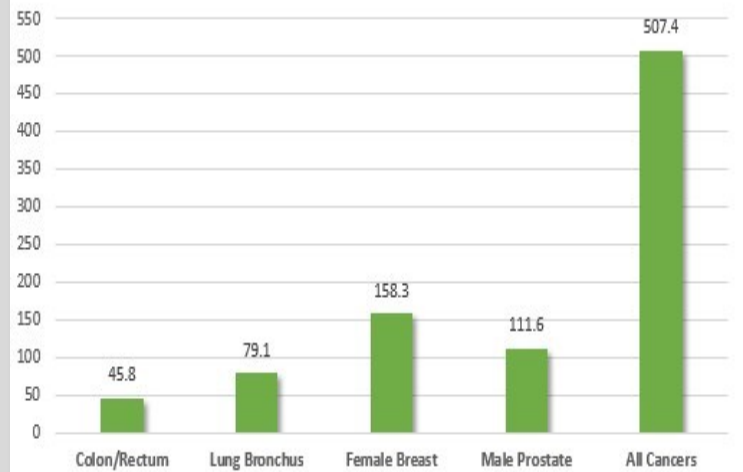
ROCKINGHAM COUNTY DEMOGRAPHICS

Leading Cause of Death in Rockingham County, per 100,000, (2014-2018)



Source: NC State Center for Health Statistics, 2020

Cancer Mortality Rates for Selected Sites per 100,000, Population, Age-Adjusted, (2015-2019)



Source: NC Cancer Registry, 2020

Population Estimate, 2019 91,010

White, 2019 77.5%

Black or African American, 2019 19.0%

American Indian, Alaska Native, Asian, 2019 0.6%

Hispanic or Latino, 2019 6.3%

Median Household Income, (2015-2019) \$43,579

Persons Below Poverty Level, (2015-2019) 18.4%

Unemployment Rate, Unadjusted, August, 2019 6.7%

Sources: US Census Bureau: State and County QuickFacts, 2018 and NC Dept. of Commerce, 2020

Rockingham County Division of Public Health is dedicated to enhancing the health and well-being of all residents. The Population Estimate has increased slightly in Rockingham County to 91,010 in 2019 from a previously reported 90,690 in 2019. The unemployment rate increased to 6.7% in August, 2019 compared to 5.0% in August, 2019 previously reported. There was an increase in the median household income from \$41,700 from 2013-2017 to \$43,579 from 2015-2019. Cancer and diseases of the heart continues to be the leading causes of death for Rockingham County residents. There was an increase in breast cancer, prostate cancer, and all other cancers, since 2019. The Infant Mortality Rate has decreased for African Americans from 16.9 % in 2017 to 16.4% in 2019.

Infant Mortality Rates, 2019

Rockingham County

White	6.5
African American	16.4
Disparity Ratio	2.52

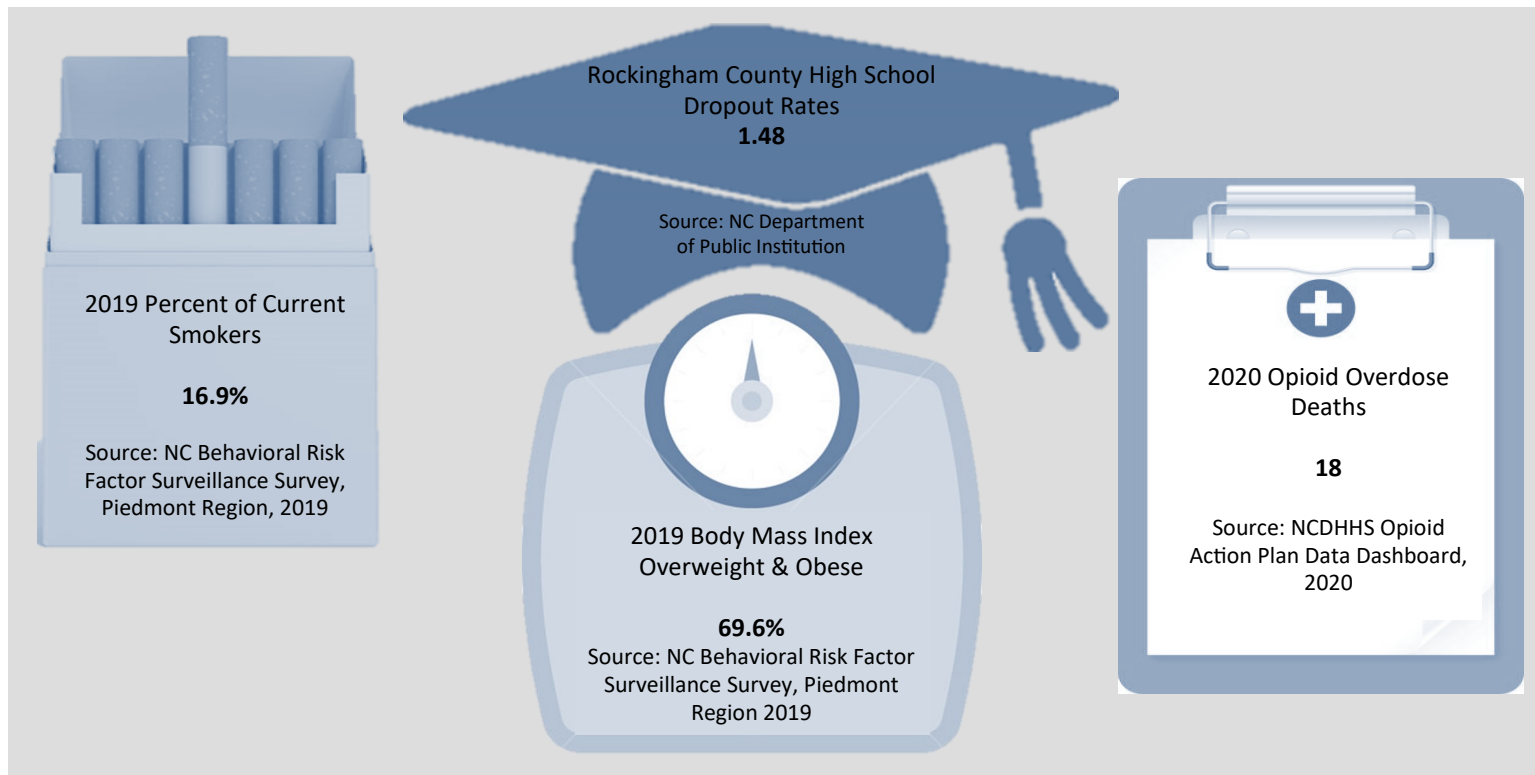
Source: NC State Center for Health Statistics, 2020

Causes of Infant & Child Deaths,

2019, Rockingham County

Perinatal Condition	6
Illness	2
All Other	1
Birth Defects	1

Source: NC State Center for Health



ROCKINGHAM COUNTY TOP THREE PRIORITIES

Mental Health and Substance Abuse—Emphasis on Opioids

According to the CDC, the number of drug overdose deaths increased by nearly 5% from 2018-2019 and had quadrupled since 1999. Over 70% of the 70,630 deaths in 2019 involved an opioid. As a result, drug overdose deaths are a national public health emergency. In 2020, Rockingham County reported roughly 281 overdose cases with the average age of overdose patients being around 47 years old. Prevention activities work to educate and support individuals, families, and communities and are critical for maintaining both individual and community health. This report will address efforts targeting opioid prevention in Rockingham County.

Physical Activity and Nutrition—Emphasis on Diabetes

Food is a basic building block of health that affects weight, blood pressure, and countless other health outcomes. Access to healthy foods is strongly influenced by where someone lives. People in rural or underserved areas of North Carolina are particularly affected by lack of access to stores where they can purchase ingredients for healthy meals. Additionally, communities that create spaces for physical activity have healthier people with decreased risks of obesity, heart disease, and other chronic conditions that increase morbidity and mortality (HealthyPeople2030, 2020). According to recent statistics, Rockingham County's adult obesity rate (36%) is higher than the State rate of 31%. The SOTCH report will show the progress that has been made in those areas.

Social Determinants—Emphasis on Education

The Social Determinants of Health are defined as the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. People with higher levels of education are more likely to be healthier and live longer. Children from low-income families, children with disabilities, and children who routinely experience forms of social discrimination, like bullying, are more likely to struggle with math and reading. They're also less likely to graduate from high school or go to college. This means they're less likely to get safe, high-paying jobs and more likely to have health problems like heart disease, diabetes, and depression (HealthyPeople2030, 2020). The graduation rate in Rockingham County is 86%, which is higher than the 85.7% previously reported in 2019. 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.* Due to COVID-19, initiatives were limited because of necessary social distancing guidelines. However, Be Healthy conducted a Virtual Walking Challenge to encourage Rockingham County residents to get up and active despite barriers presented during COVID-19.

Future plans include collaborating with community partners to develop comprehensive strategic plans to increase, improve, and enhance existing wellness opportunities throughout the county.

Contact, Rebecca Oakes at roakes@co.rockingham.nc.us, or Jordan Jefferies-James at jjeffer3@ncsu.edu, Co-chair's for more information about the workgroup or to request a copy of the Be Healthy Map.



ROCK-AID

Due to the COVID-19 pandemic, many families found themselves suddenly without a steady source of income. As a result, this made it harder for families to purchase necessities like food, leading to higher rates of food insecurity across the nation.



In response to this crisis, ROCK-AID, a collaboration of the Rockingham County Arts Council, Reidsville Area Foundation, Rockingham County Education Foundation, Piedmont Folk Legacies, and Good Stewards of Rockingham's Dan Riverkeeper provided \$3,600 in Food Lion gift cards to help 240 children in Rockingham County. Over 500 pounds of fresh produce and 100 eggs were distributed to the Reidsville YMCA for local families and over 2,000 pounds of fresh food from local farms and pantry items were provided for Rockingham County School feeding locations to go home with families.

Minority Diabetes Prevention Program (MDPP)

The MDPP is designed to make it easier for people at risk for type 2 diabetes to participate in evidence-based lifestyle change programs to reduce their risk of type 2 diabetes. The goal of the MDPP funding is 1) to implement a prediabetes and diabetes prevention awareness and marketing campaign in minority communities, 2) to provide community screening for prediabetes and referrals to diabetes prevention lifestyle classes and diabetes self-management programs, and 3) to offer CDC Lifestyle classes "Prevent T2" and its Spanish-language equivalent to minority communities. From 2014-2018, diabetes was the fifth leading cause of death in Rockingham County at a rate of 32.9 cases per 100,000 (NC State Center for Health Statistics, 2020).

Due to the COVID-19 pandemic, no MDPP classes were held for 2020 in order to abide by social distancing guidelines. Regional MDPP meetings were still held, virtually. These meetings served as skill-building and strategic planning sessions for the health coaches, as well as updates provided at the state-level.

Smith Greenway Butterfly Trail

Walking has many health benefits. Some include reducing the risk of hypertension, coronary heart disease, stroke, diabetes, various types of cancer and depression. Approximately 36% of Rockingham County residents age 20 and older have a body mass index (BMI) greater than or equal to 30kg/m² which is classified as obese compared to 31% for the state of NC (County Health Rankings, 2020). The Smith River Greenway, located in the City of Eden, added a scenic butterfly trail. The trail is approximately 1.7 miles long and is located on River Road (off Meadow Road).

Visitors may have their photo taken between two large set of butterfly wings and with a headboard decorated in butterfly art, as well as participate in a scavenger hunt to find 20 types of butterflies native to North Carolina. Now, citizens can enjoy the beautiful sight of native North Carolina butterflies, while getting all of the physical activity benefits that accompany the simple act of walking!



PHYSICAL ACTIVITY AND NUTRITION PROGRESS

Eden Family YMCA Awarded Grant

In the midst of a global pandemic, many individuals have found it difficult to participate in organized sports such as basketball, baseball, tennis, etc. Despite the presence of COVID-19, physical activity continues to be an important component to one's health and wellbeing. Once restrictions began to lessen, sports such as tennis, which are conducted outside and within social distancing guidelines, were a great way to encourage physical activity.

The Eden Family YMCA received \$2,000 from the United States Tennis Association Southern Cares grant to aid with the costs of reopening their tennis facilities in Eden and Mayodan during the COVID-19 pandemic. New signage was developed to promote safe play along with additional sanitizing stations and a new online court reservation system.

Rockingham County Tennis Association

Rockingham County Tennis Association (RCTA) is an organized group of dedicated volunteers and professionals who promote the growth of tennis in Rockingham County.



As a member of the National Junior Tennis & Learning Network, they connect tennis and education to change lives in Rockingham County youth.

During the COVID-19 pandemic, many of the RCTA initiatives were halted for safety concerns. In an attempt to continue to encourage youth and parents to engage in play, RCTA offered various educational materials such as virtual tennis camps, live tennis lessons, and more! Once state restrictions began to lift, RCTA began to offer limited events in a socially distanced environment.

Even with the obstacle of COVID-19, RCTA was able to host 55 tennis events ranging from classes, after school programs, summer tennis outreach, etc. Over 400 unique participants took part within these programs, learning tennis skill and getting out and active!

NC-100

NC-100 is a non-profit organization focused on mapping and identifying opportunities to enrich 100% of their communities, using strategies influenced by experts inside and outside of Rockingham County, building new platforms for collaboration and accelerating change. The desire to create NC-100 came from social justice work that started in 2011 by the Rockingham County Champions for Education (RCCE), who primarily used social interactions and events to raise small dollar scholarships for graduating seniors from the four major Rockingham County High Schools, as well as serving as a conduit for increasing professional networking with former students who have found success in the professional world through communication, outreach, and education.

NC-100 allocated funds from Kate B Reynolds to develop solutions to reducing the number of families/individuals suffering from food insecurity in lower income communities. Repurposing unused land for community gardens can build a sustainability mindset in children that has a lasting impact on the future. A community garden was constructed at the Reidsville Teen Center to teach kids how to grow their own food sustainably through a hands on approach. Development of the community gardens began in the midst of the COVID-19 pandemic, which resulted in the completion of one community garden, with plans in place to launch additional gardens once restrictions begin lifting. Roughly ten kids, ranging from 14-18 aided in the construction and maintenance of the community garden.



SOCIAL DETERMINANTS - EMPHASIS ON EDUCATION PROGRESS

Rockingham County Public Libraries

Rockingham County is home to four public libraries located in Eden, Madison-Mayodan, Reidsville, and Stoneville. Some of the services they provide include wireless internet access, scanning services, print/copy machine access, faxing services, meeting rooms (not available at Stoneville location), 3D printing, computer access, and of course access to books, audiobooks, movies, magazines, videogames, and more!

Operation was temporarily halted at the beginning of the COVID-19 pandemic, but soon resumed with various precautions in place. Curbside pick-up was implemented to allow patrons to continue to have access to library materials in a safe and socially distanced environment. Once restrictions began to lift somewhat, limits were placed on how many individuals were allowed inside at a time, no more than 20, and returned items to the library were quarantined for safety.

During the fiscal year 2020, all public libraries combined reported 238,896 materials in circulation. Of these, roughly 115,692 were in circulation during COVID-19.



Rockingham Community College Launch Machining Lab at Reidsville High School

A machining lab that will enable students to earn high school credits and tuition-free college credits at the same time, with a certificate in hand upon completion, launched Fall 2020. High school juniors and seniors can enroll in the program, taught by Rockingham Community College (RCC) instructors, and pay only for textbooks and student fees. First preference for enrollment is given to students of Reidsville High School.

The lab was funded through a \$200,000 Golden Leaf grant which was awarded in March 2019. Partners in the project include RCC, Rockingham County Schools (RCS), City of Reidsville, Reidsville Industrial Alliance, Reidsville Area Foundation, and Rockingham County Education Foundation (RCEF). The lab is furnished with five manual milling machines, five manual lathes, and several smaller support machines.



RCS continues to enroll students in the machining program. Students will earn 12 semester hours, split between the fall and spring semesters. In the fall, students will have classroom and lab time during their 90-minute first period, five days each week. The four classes included in the RHS program are:

- **Blueprint Reading**– introducing the basic principles of print reading
- **Industrial Safety**–emphasizing the principles of industrial safety and OSHA regulations
- **Introduction to Metrology**– introducing the inspection of machine parts and the care and use of a wide variety of precision measuring instruments
- **Machining Technology I**– introducing machining operations as they relate to the metalworking industry. Topics include machine shop safety, measuring tools, lathes, drilling machines, saws, milling machines, bench grinders, and layout instruments.

The machining lap aims to provide learners with the opportunity to learn skills to get high-skill, high-wage jobs, or to create a starting point for continuing education at RCC. Students who receive their certificate can choose to attend RCC to receive their Associates Degree in Computer-Integrated Machining (CIM).

SOCIAL DETERMINANTS WITH AN EMPHASIS ON EDUCATION PROGRESS

Rockingham County Education Foundation (RCEF)



As a result of the COVID-19 pandemic, the burden on families with students who were struggling prior to the pandemic to put food on the table increased. By partnering

with ROCKAID, nearly 750 parents, caregivers, students, and young children were provided with substantial food to help put food on the table. Missing meals and experiencing hunger impairs children's development and achievement. Hungry children have lower math scores, and are more likely to repeat a grade, come to school late, or miss school entirely.

Additionally, the NC Outdoor Heritage Advisory Council provided RCEF with a \$15,000 grant to fund the learning trail at UNCG Moss Street Partnership School. It will feature weather stations for students to explore collecting data and understanding the wilderness in our own backyards!

NextGen Youth Program

Through Goodwill Industries of Central NC, the NextGen Youth program provides a supportive environment where youth ages 16-24 can receive guidance and support to achieve their academic and career goals. The program helps youth overcome the barriers that limit their ability to become productive members of society and active members in the workforce. Both in-school youth (ISY) and out-of-school youth (OSY) who have a documented barrier may be eligible to receive services. Some of the federally defined barriers include: deficient in basic literacy skills, school dropout, homeless, runaway, foster children, pregnant or parenting youth, youth with criminal background, disability, or English language learner.



In 2020-2021, NextGen helped 40 youth involved in the program. Each of these individuals would have participated in internships/work experience training, post-secondary education, and/or employment training. In April 2021, the Rockingham County Division of Public Health, Health Education Department partnered with NextGen to provide an internship opportunity for Ms. Krista Maurer.

KidsReadyNC-Rockingham

The KidsReadyNC -Rockingham focuses on the social-emotional well-being of children in early childhood with an emphasis on children ages zero to three. The current estimated population of children aged zero to four in Rockingham County is roughly 4,796. Ensuring the needs of children living at the intersection of race and poverty are met is a specific focus of the work. Research shows that children who are socially and emotionally well are better equipped to learn, succeed and be reading proficient by the end of third grade.

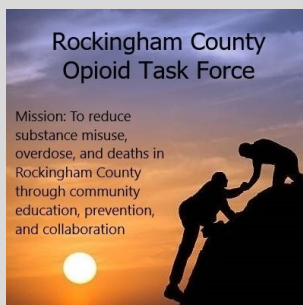
According to NC Child, approximately 50.6% of third grade students were proficient in reading for the 2018-2019 school year in Rockingham County. This is an increase from the reported 48.6% third grade proficiency for the 2017-2018 school year. Nearly 22.4% of children live in households that are food insecure, and 53.4% of children are living in poor or low-income homes in Rockingham County.

The KidsReadyNC-Rockingham Core Leadership Team and Stakeholder Group have worked diligently to establish goals for the initiative. Long-term goals include a trauma-informed community in Rockingham County with strong, resilient children ready for success at kindergarten entry and strong, resilient children who are grade-level proficient in reading by the end of third grade. In order to develop a framework to accomplish this, key stakeholders worked with the Support Team from National Implementation Research Network (NIRN) to develop a Theory of Action which goals include: ensuring that schools serving children living at the intersection of race and poverty are trained to deliver trauma-sensitive and/or trauma-informed services, ensuring that communities have services and natural supports to achieve family stability and improve child resiliency, and engaging families and community members in finding and implementing specific programmatic solutions.

Mental Health & Substance Abuse with Emphasis on Opioids

Rockingham County Opioid Task Force

The mission of the Opioid Task Force is to reduce misuse, overdose, and deaths in Rockingham County through community education, prevention, and collaboration. During 2020, the task force developed a series of educational videos targeting substance use mistreatment, journey of recovery, faith-based supports and substance use prevention, and distributed brochures to the faith community, primary care practices, and other community organizations. Much work has been done with the support of County Commissioners and various community organizations to bring awareness and dispel stigma associated with those affected by opioid use disorder (OUD). The task force also launched its new Facebook page in order to develop an online presence within the community and give Rockingham County citizens access to educational materials targeting opioid use, treatment, and local resources.



Successful Transitions Integrated Healthcare (STIH)

Successful Transitions Integrated Healthcare launched its grand opening in Rockingham County, December 2020. STIH a mental health and suboxone treatment center, formally known as New Hope Solutions and Wellness Center, they also offer specialized therapy as well as medication management. In 2020, STIH aided over 175 clients in Rockingham County.

Their mission is, "To foster hope and wellness within our clients, and equip them with tools to help them prosper and reach their goals within school, home, work, and society."

Individuals can expect tailored treatment with a comprehensive assessment, person-centered treatment plan that outlines personal goals and treatment approaches.



Post Overdose Response Team (PORT)

The Reidsville Police Department has partnered with organizations throughout Rockingham County to implement a Post Overdose Response Team (PORT) as a response to the rise in opioid crisis. The PORT pilot program was started in order to help those who have experienced an overdose and survived. Over the past several years, the Reidsville Police Department has noticed a significant increase in opioid related overdose cases; from 2017 to 2019 there has been a 119% increase in overdoses. The opioid crisis is a source of concern both nationally and locally.



PORT is comprised of Integrated Health Care Services of Rockingham County, Daymark Recovery Services, and the Reidsville Police Department. The purpose of this team is to assist the victims of overdose and aide them along the road to recovery. The team responds to the victims of overdose within a 48 to 72 hour window and offer services to the victims and their families. Helping with those first steps can help someone work toward long term recovery.

PORT was launched on July, 1 2020 and hopes to expand to other areas across Rockingham County. So far, PORT has responded to 17 overdoses, and three individuals have accepted help. To learn more about PORT, you can contact the Reidsville Police Department, 336-349-1010.

Beautiful Mind Behavioral Health Services

In 2020, Rockingham County had a total of 281 overdoses, compared to 233 in 2019. This increase shows that additional resources are needed to help combat the opioid epidemic. BMBHS provides a holistic approach to treating substance abuse, including suboxone treatment for opioid addiction; in addition to outpatient services for those with psychiatric conditions, substance use disorders, and/or comorbid medical conditions.



BMBHS launched its practice in October 2020 in Eden. From October 2020 to December 2020, BMBHS reached a total of 87 patients for a total of 315 appointments.

EMERGING ISSUES

Racial-Social Equity

Across the country, local and state leaders are declaring racism a public health crisis or emergency. These declarations are an important first step in the movement to advance racial equity and justice and must be followed by allocation of resources and strategic action. As a result of decades of underinvestment, low-income groups and communities of color experience greater risk for mental and physical health issues as a result of their environment. Over time, these structures have led to compounding health consequences, creating poorer health outcomes among communities across the country.



Infant mortality rates for African Americans and Hispanics are 16.4 and 12.8 cases per 100,000, respectively, in comparison to 6.5 for non-Hispanic White individuals in Rockingham County. In addition, African Americans also have higher rates of heart disease, cancer, and diabetes deaths when compared to non-Hispanic White individuals in Rockingham County.

In a population of roughly 91,010 African Americans make up 19% of the population, and Hispanics make up roughly 6.3%, yet have poorer health outcomes than the 77.5% of non-Hispanic White citizens. In order to begin to provide initiatives geared towards racial equity, the Rockingham County Division of Public Health applied for and received a \$100,000 grant from the Kate B Reynolds Charitable Trust for the Rockingham County COVID Response (RCCR) to address medical mistrust within historically marginalized populations. Rockingham County is dedicated to investing into a culture of health that creates systematic change, especially among historically underserved populations. Over time, African American, LatinX, LGBTQ, and low-income minority groups in Rockingham County have experienced a sense of medical mistrust. The Rockingham County Division of Public Health is committed to addressing this mistrust and the COVID-19 pandemic's devastating impact on health disparities. As a result, Rockingham County Division of Public Health, in collaboration with specific community partners, applied for and received a \$100,000 grant from the Kate B. Reynolds Charitable Trust targeting medical mistrust in the black and brown populations across the county. Funds will help to launch the Rockingham County Covid Response (RCCR) Project that is aimed to empower community voices, train leaders, and build trust within local communities. The Rockingham County Division of Public Health, UNC-Health Care, Compassion Health Care, Inc., NC-100, LatinX LIFE, Bland Clinic, Cone Health, and many others are hosting a 2-evening public forum on June 22nd and 23rd, 2021, to discuss medical mistrust in the African American and Hispanic/LatinX communities. The panel will help to dispel myths from facts about COVID-19 and the available vaccines. The first session will be in English and translated to Spanish, the second virtual session will be Spanish only.

By making health equity a shared vision and value, increasing community capacity to shape desirable outcomes, and fostering multi-sector collaboration will aid in fostering solutions for equal opportunity for health, which is very foundation for a vibrant, healthy community.

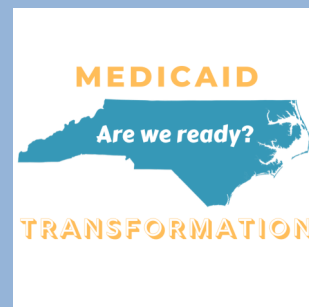
For more information or to become a part of the RCCR Project, please contact Katrina R. White, Health Education Program Manager and PIO at kwhite@co.rockingham.nc.us or 336-342-8150.

EMERGING ISSUES

Medicaid Transformation

Medicaid provides cost-effective, high quality coverage to beneficiaries who, on average, have greater health needs. Additionally, Medicaid serves as a vital source of financial protection by limiting out-of-pocket costs for beneficiaries.

Medicaid Transformation is changing the way most people receive Medicaid services. In 2015, the NC General Assembly enacted Session Law 20152-245, which directed the North Carolina Department of Health and Human Services (NCDHHS) to transition Medicaid and NC Health Choice from fee-for-service to Managed Care. Under the fee-for-services model, NCDHHS reimbursed physicals and health care providers based on services provided or procedures ordered. This model will now be known as NC Medicaid Direct.



Approximately 1.6 million of the current 2.3 million Medicaid beneficiaries will transition to NC Medicaid Managed Care. For residents of Rockingham County, nearly 17,483 individuals have Medicaid coverage, which is nearly 19.5% of all insured individuals throughout the county according to the United States Census Bureau.

The NCDHHS will transition most beneficiaries to NC Medicaid Managed Care statewide on July 1, 2021. Some people will stay in NC Medicaid Direct. Beneficiaries have six health plans to choose from when they enroll, based on the region in which they live: 1) WellCare, 2) UnitedHealthcare Community Plan, 3) Healthy Blue, 4) AmeriHealth Caritas, 5) Carolina Complete Health, and 6) EBCI Tribal Option. Of the six health plans to choose from, the Rockingham County Department of Health and Human Services will accept plans 1-5. RCDHHS will not be accepting EBCI Tribal Option, however, efforts are being put forth to try and change this. Beneficiaries should contact their health plan and/or the Enrollment Broker for assistance with choosing a health plan and select a Primary Care Provider (PCP).

Rockingham County Department of Health and Human Services (RCDHHS) are scheduled to receive two training sessions on the Medicaid Transformation changes in order to better serve county citizens through the transition. Trainings are scheduled to take place in June and July 2021.

For questions or to change health plans, call the NC Medicaid Enrollment Broker Call Center at 833-870-5500 or visit ncmedicaidplans.gov. For additional information, visit rockinghamcountync.gov or medicaid.ncdhhs.gov/transformation

NEW INITIATIVES

Historically Marginalized Populations (HMP) Workgroup

Health inequities and disparities among historically marginalized populations (HMP) in the United States and North Carolina existed long before COVID-19, however the pandemic has spotlighted these glaring problems. As a result, the NCDHHS has developed a HMP Workgroup comprised of 75 individuals from across the state including the NC Office of Minority Health and Health Disparities, Governor's Council on Hispanic/Latino Affairs, Governor's Indian Affairs Commission, advocacy organizations, community-based organizations, academic institutions, healthcare providers, county health departments and agencies, as well as various divisions with DHHS.

Understanding the root causes of population marginalization and consequently the definition of an HMP are critical precursors to understanding the importance of and need for HMP engagement throughout all phases of public health and healthcare delivery. Rockingham County Division of Public Health has chosen to take part in this workgroup in order to focus on health inequities within HMPs locally. Collaboration with others from various background and regions across the state will further aid in the struggle against health inequities for the HMPs in our community. HMP is divided into 6 regions. Rockingham County is part of region 2, which consist of Guilford, Davidson, Davie, Wilkes, Yadkin, Surry, Randolph, Forsyth, Stokes, Alleghany, Ashe and Watauga Counties.

Broadband Initiative

The Reidsville Area Foundation is collaborating with partners across the state and Rockingham County to form a countywide Digital Inclusion Coalition focused on building a strategic plan that promotes affordable high-speed home broadband, devices, digital literacy training and technical support. Using the National Digital Inclusion Alliance guidebook and model, the goal is to strive for digital equity—where all individuals and communities have the information technology capacity needed for full participation in our society, democracy, and economy. This can occur through digital inclusion—the activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of Information and Communication Technologies (ICTs).

Local initiative drivers include Rockingham County Government, Madison Mayodan Parks and Recreation Commission, NC-100 and Annie Penn Hospital. Regional/state partners include NC Broadband Infrastructure Office, Piedmont Triad Regional Council (BAND NC Grant Recipient, Plan Facilitator). According to Rockingham County Government ITS, roughly 60% of households in the county do not have access to high speed broadband (25Mbps for download and 3 Mbps for upload speed). However, approximations can sometimes be skewed due to some households opting not to have broadband even though they may have access.

Having access to quality internet services and equipment can open doorways to a wealth of information, knowledge, and educational resources, increasing opportunities for learning across all ages. At the rate society is progressing, internet is becoming more and more of a necessity for every day living and overall health. Having access to these materials will help individuals have access to remote doctors visits, online scheduling, research and more.



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.

Opioid Task Force

To reduce substance misuse, overdose, and deaths in Rockingham County through community education, prevention, and collaboration.

Contact

Rebecca Oakes, MPH, CHES
Healthy Carolinians Coordinator
roakes@co.rockingham.nc.us
336-342-8258

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 | -NC-100 |