

## Progress on CHIPs



Due to the global COVID-19 pandemic, the Rockingham County Department of Health and Human Services had to find creative solutions to target Community Health Improvement Plans (CHIPs) within the local community. Rockingham County began to explore initiatives through a virtual lens, offering educational resources online, holding meetings, presentations, and initiatives online in order to maintain social distancing.

### **Physical Activity and Nutrition: Emphasis on Diabetes**

- The Rockingham County Eat Fresh Initiative helps to provide access to healthy fruits and vegetables for employees of Rockingham County Government and county citizens through partnership with local farmers.
  - In 2021, 10 farmers markets were held from May to September
  - 235 people purchased various fresh food items which helped to put roughly \$2,746.81 back into the pockets of local farmers
- Be Healthy helps to provide resources and wellness initiatives surrounding physical activity and nutrition to Rockingham County citizens.
  - Be Healthy began a monthly virtual lunch and learn series which began in November 2021
    - The first session, Maintain Don't Gain During the Holiday season boasted 12 participants, who learned how to maintain or lose weight through nutrition and physical activity education
    - The second session, Managing Mental Health Through the Holidays, consisted of 26 participants who discussed mental health and strategies to cope and navigate stressors
- NC-100 POD Initiative began as a way to teach youth in Rockingham County methods of hydroponic farming. Youth learn to grow, care for, and cultivate their own produce with the a goal of teaching sustainable methods to access fresh produce.
  - In 2021, the POD program had 10 youth participants under the age of 18
  - The community garden was constructed at the Reidsville Teen Center with plans to start one at the Reidsville Housing Authority
  - Produce grown consisted of peppers, squash, lettuce, kale, tomatoes, and collards with roughly 125-142 pounds of produce harvested
  - Additional support for the maintenance of the garden and educational input for youth consisted of 2 Reidsville City Staff, 11 in-person adult support, and 2 non-profit partners
  - Virtual presentations were offered in collaboration with the local YMCA to teach the basics of hydroponics
    - Participants for these virtual sessions consisted of 25 unique youth participants and 7 unique adult webinar participants
- The Miority Diabetes Prevention Program boasted a brand new curriculum designed for previous

participants called the Supplemental Curriculum.

- Rockingham County Division of Public Health launched the first Supplemental Curriculum in the region

### **Mental Health and Substance Abuse: Emphasis on Opioids**

- The Post Overdose Response Team (PORT) pilot program was started by the Reidsville Police Department to help those who have experienced overdose and survived. As of 2021, PORT has expanded to the Eden Police Department to better serve the citizens of Rockingham County.
  - Combined, 18 overdoses occurred
  - PORT made contact with 13 of the 18 cases= 72%
  - 6 of the 13 accepted services= 46%
  - 3 were detoxed and but didn't complete treatment services= 50%
  - 1 remains in treatment= 17%
- The mission of the Rockingham County Opioid Task Force is to reduce misuse, overdose, and deaths in Rockingham County through community education, prevention, and collaboration.
  - 272 overdoses occurred in Rockingham County in 2021
  - The average age of known overdose patients was 47 years of age
  - Total costs associated with overdose cases reached \$139,961.78
  - Average age of deaths due to overdose was 43 years old
  - The task force hosted a medication take back event with the Reidsville Police Department and the Rockingham County Sheriffs Office where 24 pounds of unused or expired prescription medications were collected and later incinerated by law enforcement

### **Social Determinants of Health: Emphasis on Education**

- KidsReadyNC Rockingham focuses on the social-emotional well-being of children in early childhood with emphasis on children ages 0-3.
  - Provided 13 community presentations to approximately 20-30 stakeholders about early childhood education, literacy, and family engagement and leadership.
  - Think Babies and Family Engagement and Leadership Grant- Allowed for the continuation and expansion of the Family Stakeholders Advisory Council, which is made up of 10 community members and caregivers and/or early educators of children under the age of 5.
    - In 2021, a total of 4 Stakeholders meetings took place. Topics included:
      - Review strategies for addressing racism.
      - Review strategies for addressing infant/toddler care and services for children with special needs.
      - Review strategies for addressing access to quality healthcare and cohesive action plan.
    - Needs assessment surveys and family stakeholders identified 4 focus areas when building community resilience:
      - Interpersonal racism, systemic racism and barriers due to inequity

- Educational opportunities/child care for infants and toddlers
- Services for children with special needs
- Quality and access to healthcare
- Seven representatives from Rockingham County participated in a KidsReadyNC Virtual Reunion where a total of 4 counties were in attendance. Topics discussed included:
  - What have we learned about doing our work as a result of the pandemic?
  - What have we learned specifically about our local early childhood development system?
  - Are there practices we want to retain even as the pandemic ebbs?
  - Navigating a virtual model.
- KidsReady Rockingham Grant- Funded by the Reidsville Area Foundation and consists of a group of community stakeholders focused on strengthening the local capacity of the early childhood system. Stakeholders include 20-30 cross sector partners/leaders.

## Morbidity and Mortality Changes Since Last CHA



- For all age groups, the five leading causes of death for Rockingham County are as follows (per 100,000):
  - Diseases of the heart (275.4)
  - Cancer (260.2)
  - Chronic lower respiratory disease (94.9)
  - Cerebrovascular disease (65.0)
  - Other unintentional injuries (60.2)
- There were 8 reported infant deaths (under 1 year) with an infant mortality rate (IMR) of 9.0
- 1,253 total deaths occurred (excluding fetals), the majority of individuals being 65 or older (~72.3%)
- Age-adjusted cancer mortality rates are as follows (per 100,000):
  - All causes (168.8)
  - Lung/Bronchus (49.5)-formerly fourth cancer mortality rate
  - Female Breast (18.2)-formerly second highest cancer mortality rate
  - Prostate (17.3)
  - Colon/Rectum (14.7)

## Emerging Issues Since Last CHA



- Health equity and topics regarding social justice continue to emerge at the forefront of discussions within the public health field.

- The Rockingham County Division of Public Health has added a Health Equity Coordinator position which began in December 2021
- The ongoing housing crisis:
  - Rise in rental costs
  - Lack of affordable homes
  - Availability of first time homeowner financial assistance
- Labor shortage, which could be the result of many factors such as (but not limited to):
  - Childcare issues
  - Fair wage compensation
  - Lack of transportation
  - Desire to work from home

## New/Paused/Discontinued Initiatives Since Last CHA



### **Connect Rockingham**

- Charter Spectrum, Reidsville Area Foundation, Rockingham Community College, Rockingham County Schools, and Rockingham County Government partner to provide broadband internet to rural areas in Rockingham County.
- While the concept of Connect Rockingham began prior to COVID-19, the changes the pandemic brought to everyday life in areas like education, business, and commerce only furthered the importance of high-speed internet access.
- The Rockingham County Board of Commissioners approved a \$3.985 million grant agreement with Spectrum to provide broadband internet access to the 3,250 Rockingham County known addresses that do not have high-speed internet access. The total estimated cost of the project is \$14.4 million, with Spectrum investing approximately \$10.4 million toward this expansion as well.
- A key part of this agreement is its short timeline, with all work scheduled for completion within two years.

### **School Based Oral Health Expansion Initiative**

- The Rockingham County Division of Public Health (RCDPH) applied for the School Based Oral Health Initiative of the Carolinas via the Duke Endowment to plan and implement a school based dental clinic. RCDPH plans to provide screenings and preventive dental care services. These services will consist of exams/x-rays, hygiene, sealants, and restorations. In addition to clinical care, age-appropriate proper oral care educational information will also be provided.
  - Roughly 36.4% of children ages 4 to 9 have had no dental visit for any reason, and 32.6% had a dental related emergency room (ER) visit
  - The population to dentist ratio in Rockingham County is 2,600 to 1
  - Approximately 26.4% of children live in poverty within the county

- 59.0% of students in Rockingham County are classified as economically disadvantaged

New/Paused/Discontinued Initiatives Since Last CHA

