NC Physical Activity and Nutrition (PAN) Project Data Profile for Richmond County



Presented by:



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enhancing public health capacity and strategy

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This county data profile was created to ensure local partners in Richmond County have relevant information to prepare a funding proposal for the NC CCCPH Branch *Physical Activity and Nutrition (PAN) Project*, which will help develop physical activity and nutrition opportunities in the county.

What is the PAN Project:

The PAN Project will support a range of activities intended to develop opportunities for physical activity and healthy eating. For example, the PAN Project will:

- Bring food service guidelines into many settings to ensure that healthy options including fruits and vegetables are available in worksites, early child care, and community settings.
- Assist clinics, worksites, early child care, and community settings to provide supportive environments to mothers who choose to breastfeed their infants.
- Integrate nutrition and physical activity standards into early child care settings, helping counties ensure their youngest citizens are living in a culture of health.
- Help citizens and planners develop safe, activity-friendly routes between everyday destinations.

The information in this data profile is grouped into several topics:

- A) Demographics......p. 3
- B) Health Status.....p. 4
- C) Determinants of Health......p. 5
- D) Health Behaviors......p. 7
- E) Local Capacity for Change.....p. 8

Each topic begins with a description and suggestions for how to use the information. Indicators listed within each topic are specifically relevant to the PAN Project. Proposals can include additional data or information, especially if the data demonstrate local need or capacity for response.

Each indicator includes a definition and a source for the information. The county data are presented and compared to averages for the state of North Carolina. For most indicators, bar charts are included to provide a quick visual comparison between the county and state.

To identify indicators where the county data are notably different from the state average (i.e., more than one standard deviation from the state mean, median, or mode), we provide a letter in the margin to the left of the county bar chart (**B** = county is better than the state average; **W** = county is worse than the state average).

B Better than average

W Worse than average

A. Demographics

Governments, private organizations, community groups, and researchers use demographics to describe a population's characteristics. Key items include the land area; the number and sizes of municipalities; the population size; distributions by age, race, and sex; income and education levels; and key businesses and industries. **HOW TO USE THIS INFORMATION:** when describing physical and population characteristics to a funder so they understand the priority groups to receive intervention or assistance.

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Source: US Census Bureau (2015)		County average in NC		person's life.		
			Source: US Census Bureau (2015)			

b. Mode (most frequent value)c. Mean

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B. Health Status

The health status of a population might include information about causes of death (mortality) or chronic disease or injury (morbidity), and the impact each can have on the general quality of life experienced in a community. Some indicators of health status are "indexes," which combine multiple items together. HOW TO USE THIS INFORMATION: when starting to describe the health needs of a community to a funder so they understand why intervention is needed.

County ranking in NC by health outcomes (1 is best, 100 is worst)

W **Richmond County** County average in NC

91

County ranking in NC (from 1 to 100) by health outcomes, including: # 51 a mortality (length of life) and morbidity (quality of life and birth outcomes).

Source: www.countyhealthrankings.org (2018)

2. Percentage of adults who are obese

Richmond County County average in NC

32% a

Percentage of adults (age 20 and older) who report a body mass index (BMI) greater than or equal to 30 kg/m2.

Source: www.countyhealthrankings.org (2018)

3. Percentage of 2-4 year olds who are overweight

Richmond County

County average in NC

13%

Percentage of children (2 to 4 years of age) who report a body mass 15% c | index (BMI) between 25.0 − 29.9 kg/m2.

> NC Pediatric Nutrition & Epidemiology Surveillance System (NC-PedNESS) (2015)

4. Percentage of 2-4 year olds who are obese

B **Richmond County** County average in NC 11%

Percentage of children (2 to 4 years of age) who report a body mass 14% c index (BMI) greater than or equal to 30 kg/m2.

NC Pediatric Nutrition & Epidemiology Surveillance System (NC-

5. Number of **pedestrian crashes** per 100,000 residents

W

W

Richmond County County average in NC 310.7 147.8 a

Number of motor vehicle crashes involving a pedestrian between 2007 and 2015, reported as a rate per 100,000 residents. State median includes rural counties only.

Click here for an interactive map of pedestrian crashes.

Source: www.pedbikeinfo.org/pbcat nc/ ped.cfm (2015)

6. Number of bicycle crashes per 100,000 residents

Richmond County

County average in NC

52.5

48.0 a

Number of motor vehicle crashes involving a bicyclist between 2007 and 2015, reported as a rate per 100,000 residents. State median includes rural counties only.

Click here for an interactive map of bicycle crashes.

Source: www.pedbikeinfo.org/pbcat nc/ bicycle.cfm (2015)

a. Median

C. Determinants of Health

The health of a population is an outcome or result of many things, including the natural and human-created environments in which people live, work, learn, play, and pray, from the micro environment inside a building to the macro environment of an entire city. These environments, and the way people and organizations conduct their activities in these environments, are governed by policies such as laws and regulations. Some of these environments and policies are a part of larger systems (e.g., education, transportation, health care, and the local economy), which structure the world around us and influence our choices. For that reason, environments, policies, and systems are called "determinants" of health. **HOW TO USE THIS INFORMATION:** when identifying to a funder the underlying structural causes and influencers of health which need to be improved in order to support healthy living.



b. Mode (most frequent value)

6. Percentage of low income residents who have limited access to a grocery store

Richmond County County average in NC

Percentage of residents who are low income (200% or less of the federal poverty threshold for the family size) and do not live close to a grocery store (over ten miles away in rural areas, or over one mile away in nonrural areas).

Source: www.countyhealthrankings.org (2018)

7. Number of facilities that serve food per 1000 residents

	Richmond County	2.5	(n=113)	Number of facilities where food is serv
	County average in NC	2.3 a	(n=128)	(and total number of facilities).
Types of facilities in county	Restaurants/Drink Stands Food Stands Mobile Food Units Pushcarts Commissary for PCs/MFUs Limited Food Service (includes concessions) Educational Food Service (excluding school meals) Institutional Food Service Elderly Nutrition Sites	1.9 0.5 0 0	(n=84) (n=22)	(Note: for more information about nan establishments, contact the county hed environmental health services/inspecti
	(catered) (prepared on premises)	0.2	(n=7)	Source: DPH Environmental Health Section (2018)

of facilities where food is served per 1000 residents number of facilities).

more information about names of food service ments, contact the county health department, ental health services/inspections section.)

8. Number of subsidized childcare facilities per 1000 families with small children living in poverty

> **Richmond County** 4.5 (n=23)6.7 a (n=24)County average in NC

Number of subsidized childcare facilities per 1000 families below the poverty line with children under age 5 (and total number of subsidized facilities).

Childcare facilities allow parents to pursue education, employment, and other opportunities, but many parents cannot afford childcare unless it is subsidized by public, nonprofit, or private sectors.

Source: NC Division of Child Development and Early Education

9. Number of resources that support breastfeeding per 1000 residents

	Richmond County	0.09	(n=4)
	County average in NC	0.06 a	(n=3)
1	Hospitals	0.04	(n=2)
	Community Birth Centers	0	
	WIC	0.02	(n=1)
	Non-WIC HD	0	
	Lactation services		
Types of	(Clinic based)	0	
resources	(Private practice)	0	
in county	Peer Support Groups	0	
	Other groups/practices	0	
	IBCLC Training/Mentorships	0	
	BF Rsch/Grant Programs	0.02	(n=1)
	Clinicians performing frenotomy	0	
	Online BF support groups	0	

Number of resources that provide support for breastfeeding per 1000 residents (and total number of resources).

North Carolina Breastfeeding Coalition (2018)

b. Mode (most frequent value)

D. Health Behaviors

A population's behaviors provide information about how people respond to their physical environment and other structural determinants in their community settings. Without health-supporting structures, it is difficult for a community to adopt healthy behaviors. HOW TO USE THIS INFORMATION: when describing the lifestyle of a community and providing the rationale for structural improvements.

1. Percentage of adults who are physically inactive

Richmond County County average in NC 30%

Percentage of adults (age 20 and older) who report no leisure-time 27% c physical activity (such as running, calisthenics, golf, gardening, or walking for exercise).

Source: www.countyhealthrankings.org (2018)

2. Percent change in **pedestrian and bicycle activity** in monitored locations

Monitoring locations

n/a

Pedestrian change Bike use change

n/a

NOTE: Richmond County has no ITRE monitored locations.

Percentage increase or decrease in the number of people observed walking and bicycling in certain locations in North Carolina. Walking and bicycling are healthy behaviors, and research has helped fund ongoing monitoring of such activities.

Source: https://itre.ncsu.edu/focus/bike-ped/nc-nmvdp/ (2018)

Percentage of women in the local WIC program who initiate breastfeeding

W

Richmond County

County average in NC

43% 73% a

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children funded by the USDA. Breastfeeding is linked to healthy immune system development and can contribute to healthy weight as the child grows up.

Source: NC Women, Infants, & Children Crossroads System (2017)

4. Percentage of women in the local WIC program who breastfeed their infants up to six weeks of age

W

Richmond County County average in NC 30%

44% a

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children funded by the USDA. Breastfeeding is not uniformly practiced, and the age at termination varies.

Source: NC Women, Infants, & Children Crossroads System (2017)

5. Percentage of women in the local WIC program who breastfeed their infants up to six months of age

Richmond County County average in NC 17%

WIC is the Special Supplemental Nutrition Program for Women, 25% a Infants, and Children funded by the USDA. Breastfeeding is not uniformly practiced, and the age at termination varies.

Source: NC Women, Infants, & Children Crossroads System (2017)

E. Local Capacity for Change

A community's capacity for change is founded on the people with knowledge about a community's needs and the strengths to address them. The information they have gathered through assessments, the ideas they have explored or piloted, and their relationship networks are all capacity-enhancing items. HOW TO USE THIS INFORMATION: when convincing a funder of the local skills and talents that will contribute to intervention and improvement efforts.

1. Number of worksites that complete	ed th	e CDC Worksite Health Scorecard to assess how			
their business practices influence employee health					
Pichmond County	\cap	The Centers for Disease Control and Prevention (CDC) developed the			

County average in NC

Worksite Health Scorecard to help organizations develop policies, practices, and environments that promote employee health.

Source: Community and Clinical Connections for Prevention and Health Branch (NC DPH) (2018)

2. Number of faith communities that completed the ESMM "Faithful Families" curriculum

Richmond County

County average in NC

The "Faithful Families" curriculum was developed as part of the Eat 0.6 Smart Move More movement to promote healthy eating and physical activity for all North Carolinians.

Source: Community and Clinical Connections for Prevention and Health Branch (NC DPH) (2018)

3. Number of facilitators registered to teach the ESMM "Faithful Families" curriculum

Richmond County

County average in NC

Eat Smart Move More provides training for people wanting to become 0.7 c facilitators of the "Faithful Families" curriculum and program.

Community and Clinical Connections for Prevention and Health Branch (NC DPH) (2018)

4. Number of YMCA locations

Richmond County

The YMCA is a long-standing institution in the United States that has facilities and programming in many local communities.

Source: www.ncymcaalliance.org/locations (2018)

5. Number of YMCA camps

Richmond County

The YMCA is a long-standing institution in the United States that has outdoor and activity camps in many local communities.

Source: www.ncymcaalliance.org/locations (2018)

6. Number of Food Councils

Richmond County

Local food councils are community-based coalitions, often organized by county, that facilitate collaboration to improve health, food access, and local food economies.

Source: communityfoodstrategies.com/what/network/members (2018)

7. Is the county an **Active Routes to School** (ARTS) Lead County?

No

NC is divided into ten regions to provide coordination of Active Routes to School programming, trainings, and improvements. Each region has a lead county where the project coordinator is located. NC ARTS is a partnership between the NC Department of Transportation and the NC Division of Public Health.

NOTE: The program will be ending by 5/31/2019.

Source: NC Active Routes to School (2018)

8. Is the Catalyst for Healthy Eating and Active Living active in the county?

Since 2012, NC has received support from the Kate B. Reynolds Charitable Trust, the NC Division of Public Health, and the NC Public Health Foundation to help "catalyze" improvements in selected rural counties for healthy eating and active living.

NOTE: The program will be ending by 12/31/2018.

Source: Catalyst for Healthy Eating and Active Living (2018)

9. Number of NC Child Care Health Consultants (CCHCs)

Richmond County

County average in NC

Child Care Health Consultants (CCHCs) are health professionals who work with child care staff to promote healthy and safe environments for young children.

Source: healthychildcarenc.org/consultants (2018)

10. Location of Department of Social Services (DSS) office

Rockingham

The Division of Social Services provides guidance and technical assistance to agencies that directly address issues of poverty, family violence, and exploitation.

Source: ncdhhs.gov/divisions/dss/local-county-social-services-offices (2018)

11. Number and locations of Women, Infants and Children (WIC) program offices

No WIC program office listed.

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children funded by the USDA. WIC provides nutritious foods, breastfeeding promotion and support, nutrition education, and health care referrals for women and children.

Source: www.wicprograms.org/state/north_carolina (2018)

12. Does the county have a **Children's Developmental Services Agency (CDSA)**?

Yes

Local Children's Developmental Services Agencies (CDSAs) help families, caregivers, and professionals serve children with special needs through the NC Division of Public Health's Infant Toddler Program.

Source: beearly.nc.gov/index.php/contact/cdsa (2018)

13. Does the county have a **Child Care Resource and Referral (CCRR) Agency**?

The Child Care Resource & Referral (CCR&R) Council provides a set of services that facilitate access to early care, education, and child care options for families; improve the quality of those options; and provide objective information for planning and policy development.

Source: http://childcarerrnc.org/directory.php?actions=search (2018)

14. Number of Head Start Centers

	Richmond County	2	Head Start programs support children's growth and development
	County average in NC		through services including early learning, health, and family well-being.
	Head Start	1	Head Start and Early Head Start programs provide services to children
Types of	Early Head Start	0	in every U.S. state and territory, in farmworker camps, and in tribal
centers in	HS & EHS	1	communities.
	Migrant & Seasonal	0	
county	American Indian & Alaska Native	0	Source: eclkc.ohs.acf.hhs.gov/center-locator?state=NC (2018)

15. Area served by the local Smart Start partnership

County

Each Smart Start partnership is an independent, nonprofit organization. Local partnerships use independent data to assess childwell being and offer programs and services, depending on local needs. Partnerships can be county or multi-county. See the link below to find the local Smart Start partnership.

Source: www.smartstart.org/smart-start-in-your-community (2018)

16. Does the county have a **Shape NC Center**?

Nο

The Shape NC: Healthy Starts for Young Children initiative assists communities and child care centers in developing environments, practices, and policies that promote healthy eating and active learning among pre-kindergarten children.

Source: Community and Clinical Connections for Prevention and Health Branch (NC DPH)

17. Does the county have a Go NAP SACC coordinator?

No

The Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) program develops best practices to help child care programs shape healthy eating and physical activity habits in children.

Source: Community and Clinical Connections for Prevention and Health Branch (NC DPH)

18. Which **Healthy Communities Strategies** were selected for implementation by the local (or regional) health department?

Increase the number of worksites that complete the CDC Worksite Health ScoreCard and use the results to address chronic disease and injury.	no
Increase the number of community or small retail venues providing access to healthy foods.	no
Promote active transportation through walkability assessments, educational and/or media campaigns, way-finding signage, or jurisdiction-wide plans.	no

The Healthy Communities Program provides funds to local health departments that work with community partners to address chronic disease and injury risk factors through policy changes and environmental supports. Health departments choose which strategies to implement from the Healthy Communities Program.

Source: Community and Clinical Connections for Prevention and Health Branch (NC DPH) (2018)

19. Healthy Communities Program contact location

Richmond County Health Department, Rockingham, NC

If an agency is listed, contact them about the Healthy Communities Program.

Source: Community and Clinical Connections for Prevention and Health Branch (NC DPH)

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a. Median

b. Mode (most frequent value)