NC Physical Activity and Nutrition (PAN) Project

Data Profile for Wilson County

Presented by:

Community & Clinical CONNECTIONS for Prevention & Health Branch NORTH CAROLINA DIVISION OF PUBLIC HEALTH

Prepared by:

UNCHealthySolutions
enhancing public health capacity and strategy

This county data profile was created to ensure local partners in Wilson 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:

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.

1. **Population**

Wilson County	**81,758**	Number of residents
County average in NC	56,087 [a]	
		Source: www.osbm.nc.gov/demog/county-estimates (2016)

2. **Area** (square miles)

Wilson County	**368**	Square miles of land
County average in NC	463 [a]	
		Source: www.osbm.nc.gov/demog/county-estimates (2016)

3. Number of **municipalities**

|		
Wilson County	9	Number of municipalities
County average in NC	6.7 [c]	
		Source: www.osbm.nc.gov/demog/municipal-estimates (2016)

4. Number of **large cities**

Wilson County	0	Number of municipalities listed in the CDC 500 Cities Project, which provides health-related data about the 500 largest cities in the United States
		Source: www.cdc.gov/500cities (2018)

5. Average annual **salary**

B

Wilson County	**$42,376**	Average annual full-time salary
County average in NC	$34,568 [a]	
		Source: NC Department of Commerce (2018)

6. Level of **economic well-being** (1 is most distressed, 3 is least)

Wilson County	**2**	Economic tier designation by NC Department of Commerce
County average in NC	2 [b]	
		Source: NC Department of Commerce (2018)

7. Percentage of **families** with children under age 5 **living in poverty**

Wilson County	**26%**	Growing up in poverty is an adverse childhood experience that can negatively influence health outcomes for the rest of a person's life.
County average in NC	23% [a]	
		Source: US Census Bureau (2015)

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.

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

Wilson County	**# 73**	County ranking in NC (from 1 to 100) by health outcomes, including: mortality (length of life) and morbidity (quality of life and birth outcomes).
County average in NC	# 51 a	

Source: www.countyhealthrankings.org (2018)

2. Percentage of **adults who are obese**

Wilson County	**33%**	Percentage of adults (age 20 and older) who report a body mass index (BMI) greater than or equal to 30 kg/m2.
County average in NC	32% a	

Source: www.countyhealthrankings.org (2018)

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

Wilson County	**16%**	Percentage of children (2 to 4 years of age) who report a body mass index (BMI) between 25.0 – 29.9 kg/m2.
County average in NC	15% c	

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

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

Wilson County	**15%**	Percentage of children (2 to 4 years of age) who report a body mass index (BMI) greater than or equal to 30 kg/m2.
County average in NC	14% c	

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

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

W

Wilson County	**253.6**	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.
County average in NC	147.8 a	

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

W

Wilson County	**133.6**	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.
County average in NC	48.0 a	

Click here for an interactive map of bicycle crashes.

Source: www.pedbikeinfo.org/pbcat_nc/_bicycle.cfm (2015)

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.

1. County ranking in NC by **health factors** (1 is best, 100 is worst)

W

Wilson County	**# 88**	County ranking in NC (from 1 to 100) by health factors, including: social and economic factors, health behaviors, clinical care, and physical environment. Each factor is based on several measures.
County average in NC	# 51 ᵃ	

Source: www.countyhealthrankings.org (2018)

2. County ranking in NC by **physical environment** (1 is best, 100 is worst)

Wilson County	**# 51**	County ranking in NC (from 1 to 100) by physical environment factors, including: air and water quality, housing, and transit.
County average in NC	# 51 ᵃ	

Source: www.countyhealthrankings.org (2018)

3. Percentage of residents who live close to a **park or recreational facility**

Wilson County	**71%**	Percentage of residents who live close to a park (within a half mile) or a recreational facility (within three miles in rural areas, or within one mile in urban areas).
County average in NC	67% ᵃ	

Click here for an interactive map of walkability.

Source: www.countyhealthrankings.org (2018)
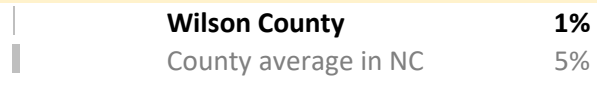
4. Amount of support for healthy eating in the local **food environment** (0 is worst, 10 is best)

Wilson County	**6.7**	Food Environment Index score (0 to 10) that equally weights two indicators: Percentage of people with limited access to healthy foods, and percentage of people with food insecurity.
County average in NC	7.5 ᵃ	

Source: www.countyhealthrankings.org (2018)

5. Percentage of residents who **lack access to reliable food sources**

W

Wilson County	**22%**	Percentage of residents who lack constant access to a reliable food supply, including, but not solely focused on, fruits and vegetables.
County average in NC	16% ᵃ	

Source: www.countyhealthrankings.org (2018)

UNCHealthySolutions
enhancing public health capacity and strategy

a. Median
b. Mode (most frequent value)
c. Mean

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

Wilson County	**1%**	
County average in NC	5% [a]	

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

Wilson County	**2.9**	(n=234)
County average in NC	2.3 [a]	(n=128)

Number of facilities where food is served per 1000 residents (and total number of facilities).

(Note: for more information about names of food service establishments, contact the county health department, environmental health services/inspections section.)

Types of facilities in county

Restaurants/Drink Stands	1.9	(n=159)
Food Stands	0.7	(n=60)
Mobile Food Units	0.07	(n=6)
Pushcarts	0.02	(n=2)
Commissary for PCs/MFUs	0	
Limited Food Service (includes concessions)	0	
Educational Food Service (excluding school meals)	0	
Institutional Food Service	0	
Elderly Nutrition Sites (catered)	0.09	(n=7)
(prepared on premises)	0	

Source: DPH Environmental Health Section (2018)

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

Wilson County	**3.4**	(n=18)
County average in NC	6.7 [a]	(n=24)

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, non-profit, or private sectors.

Source: NC Division of Child Development and Early Education

9. Number of **resources that support breastfeeding** per 1000 residents

Wilson County	**0.04**	(n=3)
County average in NC	0.06 [a]	(n=3)

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

Types of resources in county

Hospitals	0.01	(n=1)
Community Birth Centers	0	
WIC	0.01	(n=1)
Non-WIC HD	0	
Lactation services (Clinic based)	0	
(Private practice)	0	
Peer Support Groups	0.01	(n=1)
Other groups/practices	0	
IBCLC Training/Mentorships	0	
BF Rsch/Grant Programs	0	
Clinicians performing frenotomy	0	
Online BF support groups	0	

Source: North Carolina Breastfeeding Coalition (2018)

UNCHealthySolutions
enhancing public health capacity and strategy

a. Median
b. Mode (most frequent value)
c. Mean

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**

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

Source: www.countyhealthrankings.org (2018)

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

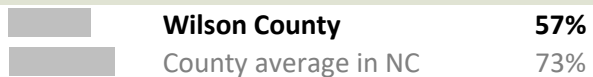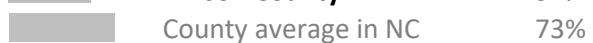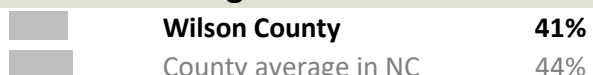|		
Monitoring locations	0	Percentage increase or decrease in the number of people observed walking and bicycling in certain locations in North Carolina. Walking and bicycling are healthy behaviors, and research has helped fund ongoing monitoring of such activities.
Pedestrian change	n/a	
Bike use change	n/a	

NOTE: Wilson County has no ITRE monitored locations.

Source: https://itre.ncsu.edu/focus/bike-ped/nc-nmvdp/ (2018)
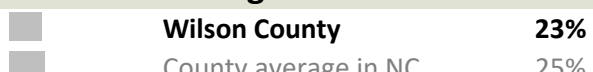
3. Percentage of women in the local WIC program who **initiate breastfeeding**

W

Wilson County	**57%**	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.
County average in NC	73% a	

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

Wilson County	**41%**	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.
County average in NC	44% a	

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

Wilson County	**23%**	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.
County average in NC	25% a	

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 completed the **CDC Worksite Health Scorecard** to assess how their business practices influence employee health

Wilson County	0
County average in NC	1.2 ᶜ

The Centers for Disease Control and Prevention (CDC) developed the 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

Wilson County	0
County average in NC	0.6 ᶜ

The "Faithful Families" curriculum was developed as part of the Eat 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

Wilson County	1
County average in NC	0.7 ᶜ

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

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

4. Number of **YMCA locations**

Wilson County	1

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**

Wilson County	0

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**

Wilson County	0

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)

---

a. Median
b. Mode (most frequent value)
c. Mean

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, previously staffed by Nicole Westley in Wilson County, 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?

No | 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)**

Wilson County   1
County average in NC   1 [a]

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**

Wilson | 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**

Number of WIC program offices: **1**
Location: Wilson

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**?

Yes | 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)

UNCHealthySolutions
enhancing public health capacity and strategy

a. Median
b. Mode (most frequent value)
c. Mean

14. Number of **Head Start Centers**

▊	**Wilson County**	**3**
▊	County average in NC	3 a

Types of centers in county	Head Start	3
	Early Head Start	0
	HS & EHS	0
	Migrant & Seasonal	0
	American Indian & Alaska Native	0

Head Start programs support children's growth and development through services including early learning, health, and family well-being. Head Start and Early Head Start programs provide services to children in every U.S. state and territory, in farmworker camps, and in tribal communities.

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 child-well 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**?

Yes

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?

Yes

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

Wilson County Health Department, Wilson, 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)

UNCHealthySolutions
enhancing public health capacity and strategy

a. Median
b. Mode (most frequent value)
c. Mean