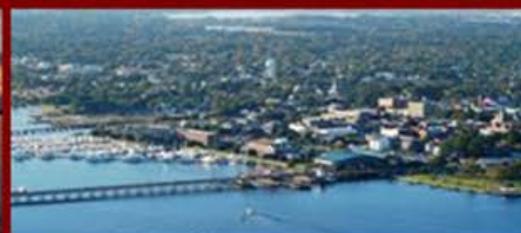


Craven County



Community Health Assessment 2011



Forward

Craven County is a dynamic community, rich in history and full of southern charm. The County is located in eastern North Carolina with its County Seat in historic New Bern, the state's colonial capital. With our moderate climate and our beautiful waterways we have become an attractive retirement location. As in most counties, a lack of public transportation is a significant factor when planning services. The population continues to become more culturally diverse with the addition of Hispanic immigrants and refugees from Asia.

Our method for surveying the population was through a statistically significant sample of households which were randomly selected to be interviewed. The information contained in this report is vitally important to the local human service providers and the medical community. The community health assessment validates issues within our community and sheds light on misconceptions. This is a tool that steers our program development for years to come.

Copies of the community health assessment will be made available through the local libraries as well as our departmental website. We would be happy to present the contents of this report in our community, for presentations please call 252-636-4969. We would also like to thank all of our community partners who assisted us with the completion of this document.

Sincerely,

Scott Harrelson, MPA
Craven County Health Director

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Introduction

The Craven County Community Health Assessment Task Force was formed in September of 2010. It consists of representatives from Head Start, Smart Start, mental health, City of New Bern, MCAS Cherry Point, Economic Development, Cooperative Extension, state health consultants, industry, local hospital, free clinic, Department of Social Services, news media, law enforcement, PHRST-1, Craven Community College, East Carolina Council on Government, Religious Community Services, Literacy Council, and the Craven County Health Department.

Our first meeting was September 8, 2010 where the concept of the Community Health Assessment was described by Jean Caldwell, the Healthy Carolinians Northeastern Regional Consultant and the survey methodology was described by Debra Yarbrough, Craven County Health Department Preparedness Coordinator / Environmental Health Program Specialist.

The Task Force developed the survey tool over the course of five months using the 2009 Healthy Carolinians template as a guide. We added a section to survey public health emergency preparedness and several questions to address local issues.

We chose to utilize two methodologies to collect the surveys.

- The survey was placed on the Craven County Website using SurveyMonkey and promoted throughout the county for voluntary completion. 191 participants completed the survey between April and August 2011. Although this did not receive enough responses, the results have been analyzed using the SurveyMonkey software.
- The survey was administered using the CASPAR method on May 24 – 26, 2011. 210 surveys were completed by volunteers and staff on hand-held computers. The results were analyzed using Epi Info.

We used our ICS structure and identified an Incident Command Team for the planning and implementation of the CASPAR methodology. Seven teams of two persons each were provided just-in-time training to use the handheld computer. We used the county's automobiles to avoid paying the cost of personal mileage and we also used county cell phones for communication. A packet of materials including laminated copies of the survey in English and Spanish, pens, pencils, a highlighter and a clipboard was prepared for each team of two. Food and water were provided for each day. The Health Department purchased bags with our logo on them and filled with a hand wipe gel, hand soap sheets, a nail brush and literature to give out to survey participants as an incentive.

Ric Evans, Environmental Health Supervisor II and Sol Wuensch, GIS Specialist, learned the methodology to select the 210 addresses for a statistically-significant rapid needs assessment. They loaded the addresses, survey, and maps on hand-held computers already owned and used by the Environmental Health Section. After the just-in-time training, the safety officer of our command center gave the group a briefing and reminded them to stay hydrated and avoid unsafe situations. She reviewed contact numbers, command structure and times to check in. The seven teams were then served lunch and left to go out into the field until 7:00 pm that evening.

All seven teams were sent into the field the next day, but only two teams were needed for the third day. Each day as teams returned, we served food and drinks and debriefed the team members as they relaxed. Each team turned in their PDAs and other equipment.

Teresa Ellen, RN, MPH and Ric Evans then analyzed and interpreted the survey results. A report was written and these results are included in the document that follows this explanation of the assessment process.

Next, secondary health data from the North Carolina State Center for Health Statistics was gathered and compared to the results of the primary data collected. Both sets of data were put into a power point presentation and presented to the Craven County Board of Health and the Craven Pamlico Healthy Carolinians Task Force. Based on both sets of data, the groups were asked to prioritize the health issues to be addressed by the Craven County Health Department and partners for the next three to four years. Because the hospital will begin regularly conducting Community Health Assessments, we plan to adjust our schedule to share this task.

The report that follows is a compilation of the county history, demographic profile, primary data, secondary data, trend data, existing and needed health resources, at risk population groups, and the resulting health priorities.

About Craven County

Historical Information

In 1660 King Charles II issued the "Carolina Charter" granting eight of his supporters the title of "Lord Proprietor" over large areas of land claimed by England in the New World. The area from Virginia to the Spanish border of Florida and as far west as was known at that time, was named Carolina after the king himself (Carolus, the Latin word for Charles). The original Lord Proprietor of Carolina was William, Earl of Craven for which Craven County was named.

The original inhabitants of Craven County were the Tuscarora Indians. The first settlement in Craven County was the city of New Bern that now serves as the county seat. New Bern was founded in 1710 by Baron Christopher de Graffenried with Swiss and German colonists and is the second oldest town in North Carolina. New Bern is located at the junction of the Neuse and Trent rivers. In 1765 Royal Governor William Tryon established New Bern as the first capital of the colony of North Carolina. In 1770, the first governor's residence was constructed. It was named Tryon Palace after the first colonial governor, William Tryon. New Bern remained the center of political power until 1794 when a growing population in the center of the state necessitated the capital be moved to a more centrally located Raleigh, NC.

New Bern continued to prosper as a port, exporting pitch, tar, lumber, and agricultural products. The city became a railroad center during the middle of the nineteenth century, because the advent of larger boats made the river less navigable. After the end of the Civil War, New Bern and Craven County again prospered as a lumber center, using local forests of pine, cypress, oak, and other hardwoods. By 1915, more than 16 lumber mills were operating in and around the county.

During three centuries, New Bern and Craven County have contributed to the history of the state and nation. The first printing press in the American colony was established in New Bern, and in 1741, the first colonial newspaper, pamphlet and book were printed there. In 1791, President George Washington visited New Bern spending two nights there while on a southern tour. New Bern was also the first city to celebrate Washington's Birthday.

Craven County is home to many battle sites from the Civil War. In the aftermath of the Civil War, medical student Caleb Bradham was forced to return to New Bern and work after his parents' business failed, and he could no longer afford school. He eventually became a

pharmacist, and created a tasty beverage known locally as “Brad’s Drink”. The beverage became so popular that he patented it in 1898 under the name Pepsi-Cola.

Today Craven County continues to grow and prosper, with a rich cultural past and a proud history. Many beautiful old homes and other historical buildings can still be seen as one travels around the county.

Geographical Information

Craven County is located in The Coastal Plains section of North Carolina at the confluence of the Neuse and Trent Rivers. It is situated approximately halfway between New York and Florida. According to the 2010 census data, Craven County covers 708.43 square miles of land area. The Coastal Plains section of North Carolina is characterized by flat land to gently rolling hills; however Craven County is essentially topographically flat. The average elevation for Craven County is 17.5 ft. above sea level. Craven County is comprised of 157,000 acres of forest, mostly pine, that support pulp manufacturing and other forest related industries. The leading crops of this area are cotton, soybeans, corn for grain, tobacco, hay, and wheat.

The climate of Craven County changes little from year to year. The summers are generally sunny and hot, the winters are mild, and snow is rare. The area’s average temperatures and rainfall are as follows (New Bern Chamber of Commerce, 2011)

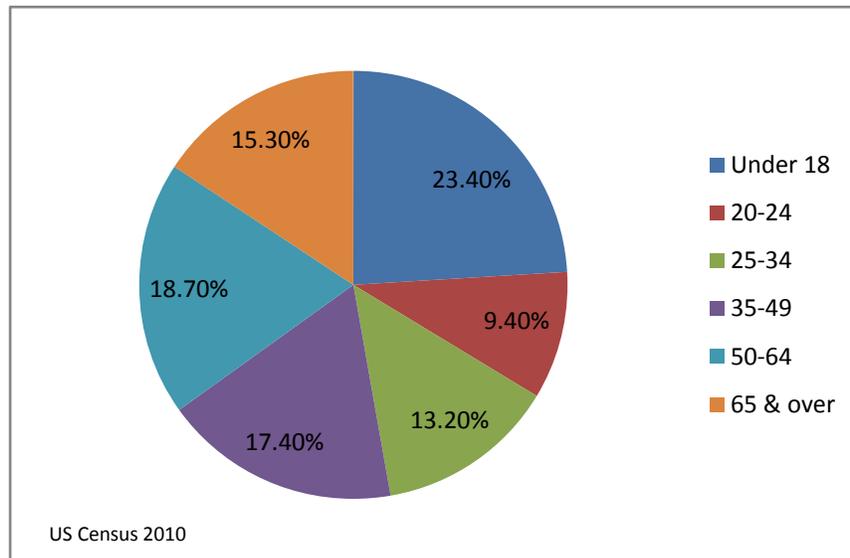
Average Annual Temperature	62° F
Average High Temperature	72.9° F
Average Low Temperature	52° F
Average Annual Precipitation	52.85"

Demographic Information

According to the US Census Bureau the 2010 population of Craven County is 103,505. The population has increased 13.2% since the 2000 census. Craven County is largely rural with no major metropolitan areas. It is comprised of two cities (New Bern and Havelock) and six other incorporated towns (Vanceboro, Bridgeton, Cove City, Riverbend, Trent Woods and Dover). New Bern is the county seat. The population for these cities and towns can be broken down as follows:

New Bern	29,524	28.5%
Havelock	20,735	20.0%
Trent Woods	4,008	3.9%
River Bend	3,088	3.0%
Vanceboro	867	0.8%
Cove City	604	0.6%
Bridgeton	373	0.4%
Dover	412	0.4%

The following pie chart illustrates the Craven County population by age:



Craven County has 45,002 housing units with 39,768 households. There are on average 2.28 persons per household and the average home ownership rate is 63.7%.

The following table outlines the racial composition of Craven County:

Racial Composition of Craven County

Race	Percent
White	70.0%
African American	22.4%
Hispanic or Latino	6.1%
Asian	2.0%
American Indian	0.5%
Hawaiian/Pacific Islander	0.1%
Two or More Races	2.7%

(US Census, 2010)

Socioeconomic Information

The median household income in Craven County is \$41,021 and the percentage of persons living below poverty is 16.1%. The poverty percentage is up from 13.7% in 2004. The poverty level for the state of NC is 16.2% and for the USA 14.3% (US Census Bureau 2010).

Craven County has a total work force of 38,437, which is 37% of the total population. The unemployment rate as of the first quarter of 2011 is 9.7%. Unemployment has increased 5 percent since our 2007 assessment. The table below provides a list of the major employers in Craven County (*NC Department of Commerce, 2011*).

Major Employers in Craven County	
Department of Defense	1000+
Craven County Schools	1000+
CarolinaEast Medical Center	1000+
BSH Home Appliances	500-999
Wal-Mart Associates, Inc.	500-999
Cherry Pt. MCCS	500-999
Craven County	500-999
Moen Incorporated	500-999
Craven Community College	500-999
City of New Bern	250-499

Health Insurance

According to the 2010 Behavioral Risk Factor Surveillance Survey 23% of respondents in the eastern N.C. region report they are uninsured. The table below reveals data from the Cecil G. Sheps Center for Health Services Research, UNC from 2007 and 2009. This data shows the rate of uninsured for Craven County per 100,000 persons and compares it to peer counties of similar size and composition as well as to the state of NC.

Year	Indicator Raw Values			Indicator Rate		
	Craven County	Peer Avg.	State	Craven County	Peer	State
2007	14,815	15,553	1,523,000	17.9	19.6	18.9
2009	16,200	16,352	1,608,000	19.6	20.6	19.7

Peer Counties: Alamance, Harnett, Lee, and Person

This rate increased from 2007 to 2009. As our economy has continued to decline and unemployment continues to raise it is projected these numbers will escalate.

Education

The education system in Craven County includes elementary, secondary, and post-secondary schools. The county offers public school and private school options for children through eighth grade. The public school system is comprised of 24 schools serving 14,733 students. There are sixteen elementary schools, five middle schools and three high schools. The school system offers special programs for gifted students as well as students with emotional or mental handicaps. Each school is staffed with a registered nurse and full-time counselors. The ethnic distribution is 55% white, 31% black, and 0.3% American Indian, 2.6% Asian, 5.0% Hispanic, and 4.5% Multi-Racial. Enrollment in the elementary and middle school is approximately 10,340 students and the teacher to student ratio is one to 26. Enrollment in the high schools is approximately 4332 students and the teacher to student ratio is one to 29. The graduation rate for all the students in Craven County who begin ninth grade is 76.2%. The graduation rate for the state of NC is 72.8% and the national graduation rate is 71.7%. For the first time North Carolina's graduation rate has moved above the national average.

The private school system includes St. Paul's Education Center that is located in New Bern and serves students from pre-K through eighth grade, Annunciation Catholic School in Havelock has grades K – 8, Liberty Christian School in Havelock grades K-8, Calvary Christian School in New Bern grades pre-K through twelve, and Epiphany School in New Bern grades 5-12. Another option for county residents is to send their children to Arendell Parrot Academy. The Academy offers instruction to children from pre-K through twelfth grade. However it is located outside the county in nearby Kinston, North Carolina, a forty-five minute commute each way. Post- Secondary education includes a community college and a Bachelor degree option from the satellite of nearby four-year. Craven Community College is located in New Bern and has a campus in Havelock. The College offers associate's degrees, diplomas and certificates in many areas and serves more than 14,000 students each year. In partnership with other state universities they also offer bachelor degree options. One four-year degree college option is Mount Olive College at New Bern. This satellite campus has been in New Bern for 14 years. Additional post-secondary options located in nearby cities outside of the county include East Carolina University, Lenoir Community College, Carteret Community College and Pamlico Community College.

Crime

In Craven County the crime rate has changed very little over the last five years. Our index or overall crime rate for 2010 was 4,497.6 per 100,000 persons. The NC state rate was 3,955.7 per 100,000 persons. Property was the largest group of crimes reported with burglary ranking second. The table below illustrates the crime rates in Craven County per 100,000 persons for various offenses over the last five years.

Year	Index Rate	Violent Rate	Property Rate	Murder Rate	Rape Rate	Robbery Rate	Assault Rate	Burglary Rate	Larceny Rate	MVT Rate	Arson Rate
2006	4,175.7	400.0	3,775.7	5	29	90	241	509		203	2
2007	4,598.0	392.7	4,205.3	3	21	79	261	413		163	3
2008	2,854.1	232.7	2,621.4	1	4	47	173	379		108	4
2009	3,665.0	229.7	3,435.3	3	22	26	164	509	533	120	4
2010	4,497.6	336.5	4,161.2	4	25	41	251	749	637	140	4

(NC State Bureau of Investigation)

Faith Community

There are over 300 churches in Craven County. Early North Carolina settlers brought their faiths with them and contributed immeasurably to the civilization of the Craven County area. Craven County has always been a haven for religious freedom and almost all religious denominations are represented. The Catholic Church is the earliest church recorded in NC and one of the earliest synagogues in the south is located in New Bern and is still practicing.

The faith community has become a very important tool in Craven County for the dissemination of health care related information. Many of our churches have sponsored or participated in health fairs, screenings and a host of other health promotion activities. This is an especially important venue for the African American community. Some of the larger churches have established their own nurse parish programs to assist their parishioners when they are ill.

Recreation

Craven County is located in the Coastal Plains section of North Carolina at the confluence of the Neuse and Trent Rivers. The easy access to the water, the terrain, as well as the temperate climate lends itself to a plethora of outdoor recreation including sailing, boating, fishing, hunting, golf, and a host of other activities.

With over 150 historic landmarks, a magnificent palace and gardens, two adjoining beautiful rivers, 157,000-acre national forest, a variety of cultural, and educational attractions, Craven County offers just about anyone a place for recreation, education, and enjoyment.

In Craven County we have over 20 parks and recreation centers. In addition there are at least five health clubs. Craven County has seven walking trails located throughout the county and many of the schools have walking trails.

The County has nine 18-hole golf courses that offer varying degrees of difficulty for golfers of all levels to enjoy.

Air and Water Quality

Craven County's Air quality is considered to be very good. We have very few Title V facilities emitting pollutants. The climate is generally very humid and the abundance of flora and fauna can sometimes make breathing difficult for asthmatics and those with allergies.

The water quality of the county is also considered good as the North Carolina Division of Water Quality performs regular coliform counts in the Neuse River that are all within normal limits. The local Health Department's division of environmental health is responsible for monitoring the private wells and septic systems that exist in the county. There are four public water systems in Craven County (Craven County water system, City of New Bern water system, City of Havelock water system and the First Sanitary District water system), and there are many existing private wells. We have many different types of septic systems used in the county and the most prominent of these are the conventional system with shallow placement and the gravity fill system. The City of New Bern and The City of Havelock both have public sewage systems. The City of New Bern also provides public sewage to many county residents.

Transportation

There is no major interstate that runs through Craven County. Highway 70 serves as the main corridor through the county and runs east to the Atlantic coast and west toward Raleigh, the state capital, and to Interstates 95 and 40. Highways 17, 55 and 43 are the other highways located within the county.

Air travel for the county is provided by Coastal Carolina Regional Airport. US Airways and United airlines offers daily flights to Charlotte, NC and Delta offers daily flights to Atlanta, GA for connecting air travel. Federal Express, UPS and Airborne Express provide airfreight services.

Southern Railway provides freight train services in the county. No passenger train service is available but can be accessed in Wilson, NC about a 1.5 hour drive away. Trailways provides bus services from a station located in New Bern; however there is no city or county bus service available.

Craven Area Regional Transit Services (CARTS) provides limited van routes for low income patients. They provide a fixed route to local medical and social services facilities.

Existing Health Care Resources

Craven County is lucky to have many health care resources available in the community. Below you will find a listing and brief description of most of those facilities.

CarolinaEast Medical Center

CarolinaEast Medical Center is a 350 bed, full-service acute care facility with comprehensive inpatient services. The medical center offers medical/surgical, neurosurgical care, intensive and intermediate care, cardiac care, women's care, pediatric care and cancer care. Adult psychiatric care is available for inpatients on a private unit and for outpatients through its partial hospitalization program. The Medical Center has a rehabilitation unit with 20 inpatient rehab beds that is recognized as one of the state's outstanding facilities. The Medical Center offers state-of-the-art treatment, diagnostic and therapeutic services. Emergency care is available seven days a week, 24 hours a day. The hospital specializes in cardiac care, with the area's most advanced services for diagnosing and treating heart disease including interventional cardiology and open-heart surgery. The medical center has an accredited cancer care program. There are 250 physicians and more than 2100 professional and support staff.

The Medical Center has two freestanding centers for outpatient care. Craven Diagnostic Center provides radiography, CT scanning, stereo tactic mammography and bone densitometry. Craven Surgery Center is a new, state-of-the-art complex built to meet the demand for outpatient surgical technology. Craven Heart Care is the name given to the comprehensive cardiac services including surgery provided by Craven Health Care.

The Medical Center also has a free standing Home Health agency that offers skilled nursing, physical therapy, speech therapy, nutrition therapy, social work, aides and psychiatric nursing to home bound patients.

Craven County Health Department

The Craven County health department provides the following health care services for adults:

- Communicable Disease detection and surveillance
- Family Planning Clinic
- Maternity Clinic and Maternity Care Coordination
- Immunizations
- Refugee physicals
- Breast and Cervical Cancer Control Program
- Adult Primary Care
- Home assessments for adults with an asthma diagnosis and/or a diagnosis where the housing condition could be affecting the patient's health

Complete child health services to children from birth to age 19 include:

- Primary care
- Well child physicals
- Immunizations
- Child Services Coordination for children birth to age five who are at risk for developmental problems or have special needs
- Home assessments for children with elevated blood lead levels and/or an asthma diagnosis

Dental Health services are provided through a strong partnership between local and state dental professionals.

- Services provided by local public health dentist and staff include a mobile dental clinic which offers comprehensive dental care to school aged children on site at elementary schools.
- Services provided by the state public health dental hygienist include screening, assessment and referral for elementary school children and education provided to individuals and groups in prevention of dental diseases.

Craven County Health Department Home Health and Hospice services include:

- 24 hour skilled nursing care
- Occupational therapy, speech therapy and physical therapy
- Additional support services such as social worker, aide service, and nutritional counseling
- Home health and hospice care

Physician Practices

There is no shortage of medical providers as there are over 50 physician practices in Craven County that provide a wide range of specialties from primary care to dermatology, podiatry, OB/GYN, orthopedics, pediatrics, cardiology, gastroenterology, general and thoracic surgeons, nephrology, psychiatry, neurology, plastic surgery, ENT, Allergy, pulmonology, infectious diseases, oncology and urology. Many of these offices also house their own diagnostic equipment (see Appendix B for list of CarolinaEast Health System group practice listing for those physicians with clinical privileges).

There are over 12 chiropractic physicians in Craven County that provide a wide range of treatments for auto accidents/injuries, low back pain, neck/shoulder pain, sports injuries, work related injuries, headaches/migraines, and pinched nerves.

The table below compares numbers of physicians per 10,000 persons in Craven County to a group of our peer counties and to the state wide average. It is easy to see Craven County exceeds both the state and peer rates.

Indicator Raw Values				Indicator Rate		
Year	County	Peer Avg.	State	County	Peer	State
2004	210	92	17,349	22.5	11.3	20.3
2005	208	93	17,934	22.6	11.3	20.7
2006	200	95	18,396	20.9	11.3	20.8
2007	202	96	18,913	21.0	11.1	20.9
2008	209	103	19,542	21.4	11.8	21.2

Peer Counties: Alamance, Harnett, Lee and Person

Mental Health

Craven County is home to Eastern Carolina Behavioral Health Services which is the regional Local Mental Health Managing Entity (LME) for nineteen counties. They are responsible for referral and coordination of behavioral health services and have contracts with many local mental health practitioners to provide services to their clients. Although we have many Psychiatrists, Psychologists, and licensed therapists in the county there are still multiple issues to overcome with regards to access. Those clients who have no insurance continue to have difficulty finding practitioners willing to provide services. There is also a deficit of practitioners who provide services to children. The Craven County Health

Department has recently partnered with Port Human Services to co-locate behavioral health services at the health department.

Oral Health

Craven County has a plethora of dental practices in the county. Most however, do not provide services to Medicaid clients and to the uninsured. There is one practice located in New Bern that primarily provides services to Medicaid clients. The Craven County Health Department has a mobile dental unit that provides preventive and restorative care to school age children in Craven, Pamlico, and Jones counties. Services are provided on a sliding scale fee and no child is turned away due to an inability to pay. The mobile dental unit also provides care to pregnant women who are patients at the Craven County Health Department maternity clinic.

MERCI Clinic

The MERCI Clinic located in New Bern is a nonprofit community clinic staffed primarily by volunteers, who provide free healthcare services for adults of Craven, Pamlico and Jones counties that are medically uninsured and whose income is less than 200% of poverty level.

Pharmacies

Craven County is home to over 20 pharmacies. These pharmacies dispense medications, include clinical services, review medications for safety and efficacy, and provide drug information.

Secondary Health Data

Deaths

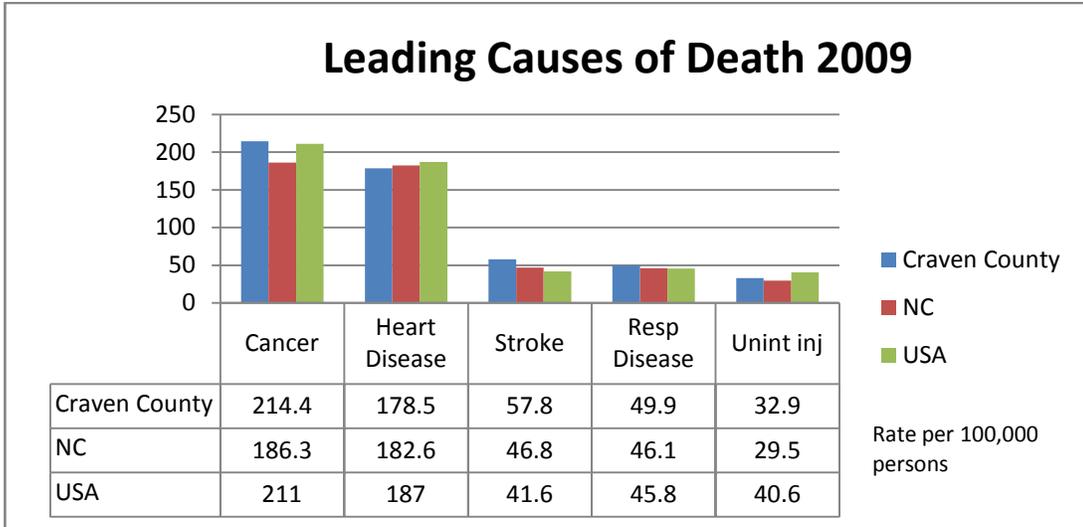
The 2009 unadjusted death rate for Craven County is 884.7 per 100,000 persons, which is higher than the NC state rate of 820.1 per 100,000 persons. Cancer has continued to be the leading cause of death for the last four years in Craven County and it has now surpassed heart disease as the leading cause of death for the state of NC. Heart Disease remains the leading cause of death nationally. Below is a list of the 2009 leading causes of death for Craven County and a graph depicting a comparison of rates from Craven County, The state of North Carolina and the United States.

Leading Causes of Death

The leading causes of death for Craven County are:

1. Cancer
2. Diseases of the heart
3. Cerebrovascular disease
4. Respiratory Diseases
5. Unintentional Injuries

6. Alzheimers Disease
7. Diabetes
8. Nephritis
9. Septicemia
10. Influenza and Pneumonia



All leading causes of death with the exception of chronic respiratory diseases and unintentional injuries have higher rates in the minority versus the white population. Health disparities between the white and minority populations is a public health concern of the utmost importance at the local, state and national levels. Closing this gap is one of the Healthy People 2020 goals. Below is a table illustrating these disparities in Craven County from 2005-2009 per 100,000 persons.

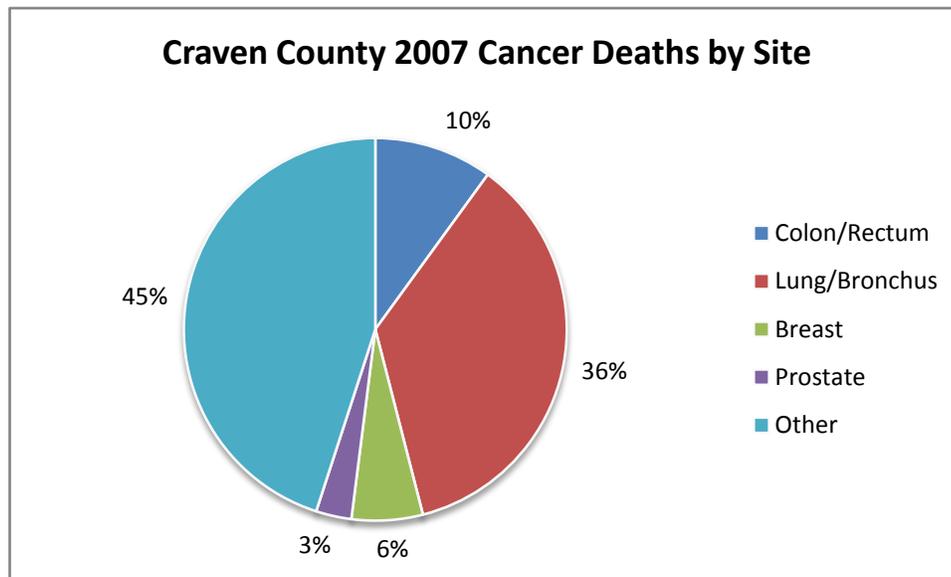
Leading Causes of Death

	Whites	Minorities	Total
Cancer	184.2	248.8	195
Heart Disease	184.5	233.3	189.1
Stroke	41.2	57.3	44.4
Respiratory Diseases	50.3	23.8	45.9
Unintentional Injuries	32.6	32.5	31.5
Diabetes	20.1	54.9	26.2

NC State Center for Health Statistics

Cancer

Cancer is the leading cause of death in Craven County and in North Carolina. It is the second leading cause of death for the United States. Cancer is expected to surpass Heart Disease as the leading cause of death nationally by the year 2015. The majority of cancer deaths occur in four sites: lung, colon, female breast, and prostate. The chart below illustrates the leading causes of cancer death in Craven County by site and the table compares cancer death rates in Craven County to the state rates and the rates of our peer counties.



(NC Cancer Registry)

Year	Indicator Raw Values			Age Adjusted Rate		
	Craven County	Peer Avg.	State	Craven County	Peer	State
2004	208	172	16,435	216	207.6	195.4
2005	214	160	16,675	216.7	190.5	193.4
2006	212	176	17,267	209.1	210.6	195.8
2007	220	174	17,425	213	197.1	192.1
2008	236	168	17,403	211.6	185.5	184.8

Peer Counties: Alamance, Harnett, Lee and Person

In 2007, 621 cancer cases were reported for Craven County residents. These numbers have continued to increase over the last five years. In addition, Craven County is known for being a retirement area and our percentage of residents over 65 is growing. Below is a chart with the projected number of new cancer cases for Craven County in 2011.

2011 Projected Number of New Cancer Cases in Craven County	
Lung/Bronchus	82
Colon/Rectum	52
Female Breast	94
Prostate	74
All Cancers	544

(NC Cancer Registry)

According to the Center for Disease Control the leading causes of cancer deaths for men versus women are as follows:

Leading Causes of Cancer Death	
Men	Women
Lung	Lung
Prostate	Breast
Colon	Colon

The good news is that over 60 percent of all cancers are related to personal lifestyle or environmental factors, such as smoking and diet, and are preventable.

Heart Disease

For many years heart disease remained the leading cause of death both state wide and nationally. Within the last two years heart disease has fallen to the number two cause of death locally and state wide. The table below displays data showing the heart disease deaths per 100,000 persons over the last five years for Craven County, North Carolina and a group of peer counties of similar population to Craven. The age adjusted rates indicate we are making improvements to our numbers of heart disease related deaths, however further work is needed to ensure continued progress.

Year	Indicator Raw Values			Age Adjusted Rate		
	Craven County	Peer Avg.	State	Craven County	Peer	State
2004	194	182	17,545	210.4	220.9	212.2
2005	203	174	17,681	211.7	212.5	209.4
2006	208	175	17,189	213.6	207.5	198.7
2007	225	186	17,499	222.6	210.5	196.5
2008	197	181	17,417	179.9	203.1	187.8

Peer Counties: Alamance, Harnett, Lee and Person

Infant Mortality

Infant mortality was on the increase in Craven County until 2010. In 2010 the state of NC posted it's lowest total infant mortality rate in state history and Craven County posted its lowest infant mortality rate in over five years. With the exception of 2010 in Craven County the minority rate continues to exceed the white rate for infant mortality. The good news is that we are showing improvement both as a state and for Craven County.

Infant Mortality

	Year	White Rate	Minority Rate	Total Rate
Craven County	2010	8.4	7.5	7.0
	2009	7.4	15.4	9.5
	2008	5.8	13.3	8.1
	2007	7.9	19.4	11.2
	2006	6.8	8.8	7.4
North Carolina	2010	5.3	12.7	7.0
	2009	5.4	14.1	7.9
	2008	6.0	13.5	8.2
	2007	6.3	13.9	8.5
	2006	6.0	13.6	8.1

(NC State Center for Health Statistics)

Live Births

The Craven County live birth rate for 2009 is 17.7 per 1,000 women compared to 14.2 per 1,000 women for the state of NC and 14.3 per 1,000 women nationally. We contend that having a military base with large numbers of child bearing age women is one of the reasons we tend to have a high birth rate in the county.

Low Birth Weight

In Craven County our percent of low birth weight babies is lower than the state percentage; however, both county and state rates exceed the national low birth weight rate. Of additional concern is the disparity of low birth weight babies between the white and minority populations. The following table compares the low birth weight rates of Craven County and North Carolina.

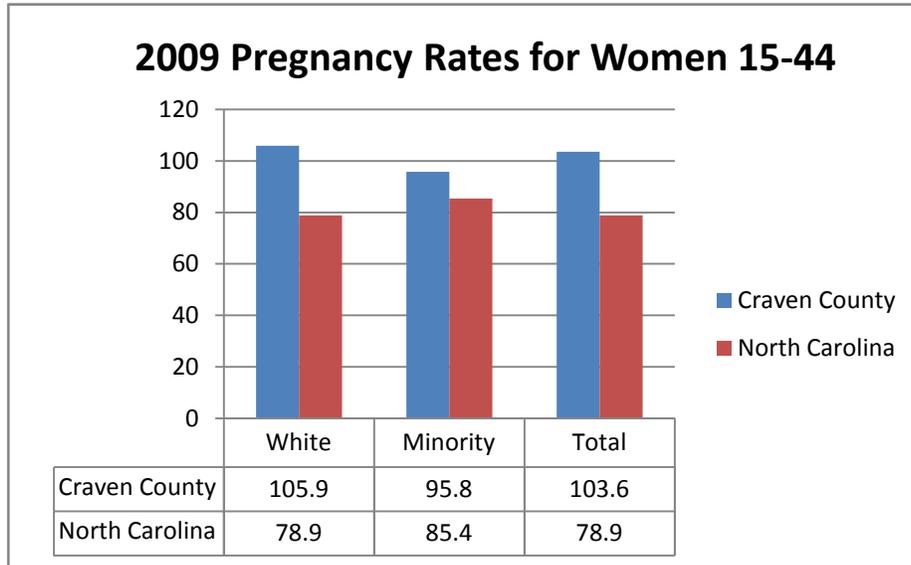
2011 Low Birth Weight

	White	Minority	Total
Craven County	5.7%	12.8%	7.6%
North Carolina	7.4%	13.5%	9.1%

(NC State Center for Health Statistics)

Pregnancy

The graph below illustrates the Craven County pregnancy rate per 1,000 women for 2009 versus the North Carolina state rate. Once again we attribute the high numbers of pregnancies to having a military base with a large number of women between the ages of 15-44.

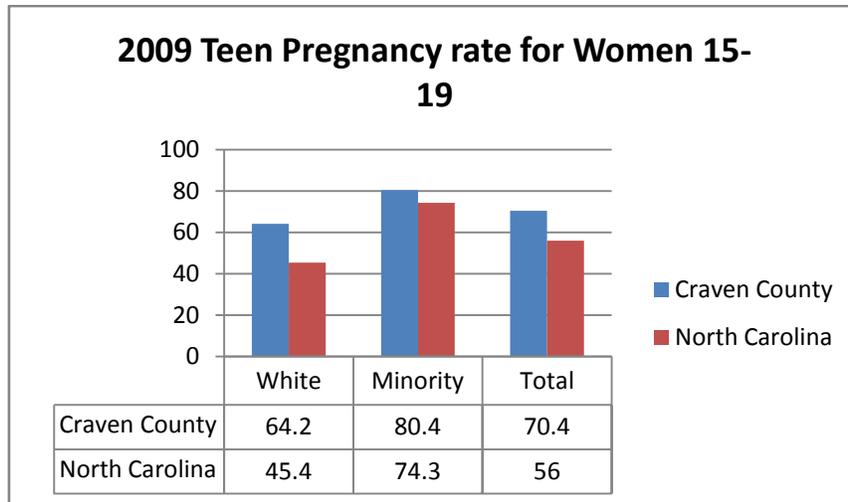


(NC State Center for Health Statistics)

Teen Pregnancy has always been a concern in Craven County. We have exceeded state and national rates for several years. Our minority rate is the statistic of greatest concern as it has consistently exceeded the white rate. While our numbers remain high the good news is that after many years of increasing statistics teen pregnancy rates are trending downward both locally and nationally. The table below shows how Craven County teen pregnancy rates compare to our peer counties and the state of NC. The graph illustrates the 2009 teen pregnancy rate broken down by race.

Year	Indicator Raw Values			Indicator Rate		
	Craven County	Peer Avg.	State	Craven County	Peer	State
2005	235	198	18,259	83.1	69	64.2
2006	242	212	19,192	85.5	72.6	65.5
2007	253	214	19,615	91.3	70.5	65.9
2008	245	221	19,398	84.3	71.5	64.2
2009	222	192	18,142	70.4	62.1	58.8

Peer Counties: Alamance, Harnett, Lee, and Person



(NC State Center for Health Statistics)

Diabetes

Diabetes is not one of the top five causes of death for Craven County; however it is a disease process that leads to many other illnesses. While it is not one of the top five leading causes of death, Craven County rates do exceed state and peer county rates as shown in the table below. In addition the minority rates consistently exceed white rates.

Year	Indicator Raw Values			Age Adjusted Rates		
	Craven County	Peer Avg.	State	Craven County	Peer	State
2004	32	26	2,250	34.8	32.9	27
2005	32	26	2,255	33.6	33	26.4
2006	27	21	2,230	28.2	26.1	25.4
2007	30	24	2,150	29.5	30.2	23..8
2008	27	24	2,164	24.9	28.6	23

NC State Center for Health Statistics

Peer Counties: Alamance, Harnett, Lee, and Person

Asthma

As indicated in the table below Craven County ranks high among its peers and as compared to state wide averages for the number of asthma related illnesses per 10,000 persons. Respiratory diseases are the number four cause of death for Craven County and our rates of hospitalization for respiratory illness are higher than the state wide average also.

Year	Indicator Raw Values			Indicator Rate		
	Craven County	Peer Avg.	State	Craven County	Peer	State
2006	444	196	21,737	48.4	23.4	36.4
2007	762	363	44,307	83.7	42.0	49.9
2008	702	390	42,318	74.2	44.4	46.6

Peer Counties: Alamance, Harnett, Lee, and Person

Immunization Rates

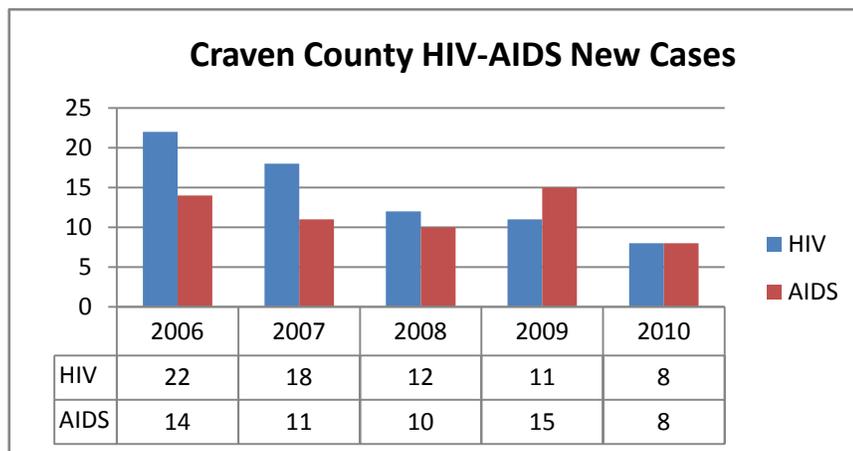
The 2010 immunization rate for children appropriately immunized by age 24 months in Craven County was 95% which far exceeds the state rate of 81%. This is an area that Craven County has consistently excelled.

Lead Screening

Lead Screening is another area where we are proud to say that Craven County exceeds the state rate of 49.5% of 1-2 year olds screened. In Craven County, 60% of 1-2 year olds were screened for lead in 2009.

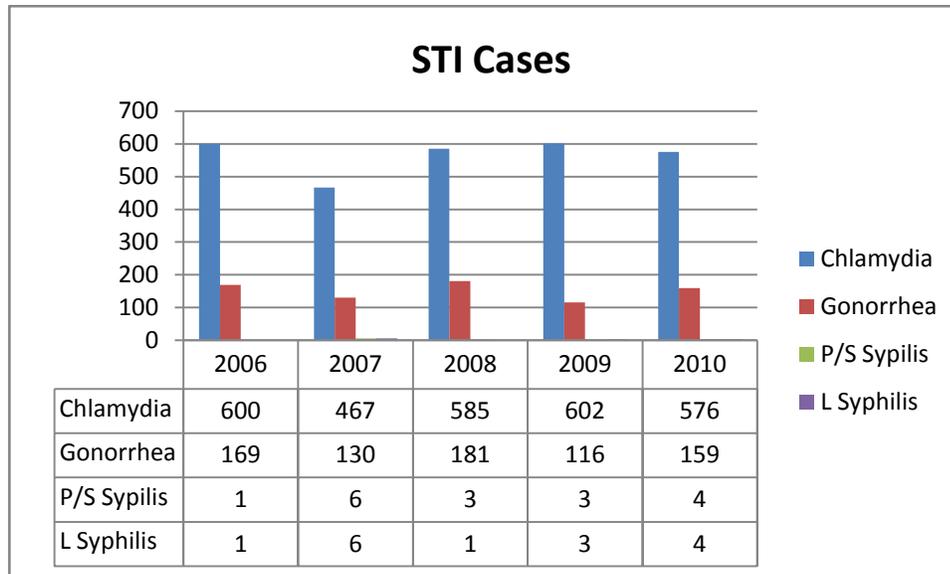
HIV and Sexually Transmitted Infections

The graph below shows the number of new HIV and AIDS cases in Craven County over the last five years.



(NC Dept of Public Health, Communicable Disease Branch)

The numbers of Sexually Transmitted Infection (STI) cases in Craven County have remained high over the last five years. Chlamydia continues to be our most prevalent STI but gonorrhea is also on the rise. The graph below shows the number of STI cases for Craven County over the last five years.



(NC Dept of Public Health, Communicable Disease Branch)

Obesity

According to the 2010 Behavior Risk Factor Surveillance Survey, 70.2% of respondents in the eastern NC region report they are overweight or obese. The same survey reveals that 65.3% of respondents across NC report they are overweight or obese. Nationally the National Health and Nutrition Survey reveal 68% of Americans over 20 reports they are overweight or obese. Obesity is a major contributing factor to many chronic diseases.

Smoking

Tobacco use continues to be the single leading cause of preventable illness and death in the United States. According to the 2010 Behavior Risk Factor Surveillance Survey 20.8% of respondents in eastern North Carolina report they are a current smoker. 19.8% of statewide respondents report they are current smokers. The CDC reports that 20.6% of adults nationwide are current smokers.

Suicide

According to the NC State Center for Health Statistics, the Suicide rate for Craven County is 10 per 100,000 persons for 2009. This is compared to the NC state rate of 12.4 per 100,000 persons. In Craven County suicide occurs more often in whites versus minorities and occurs more frequently in males versus females. The Craven County rate has trended downward over the last four years.

Substance Abuse

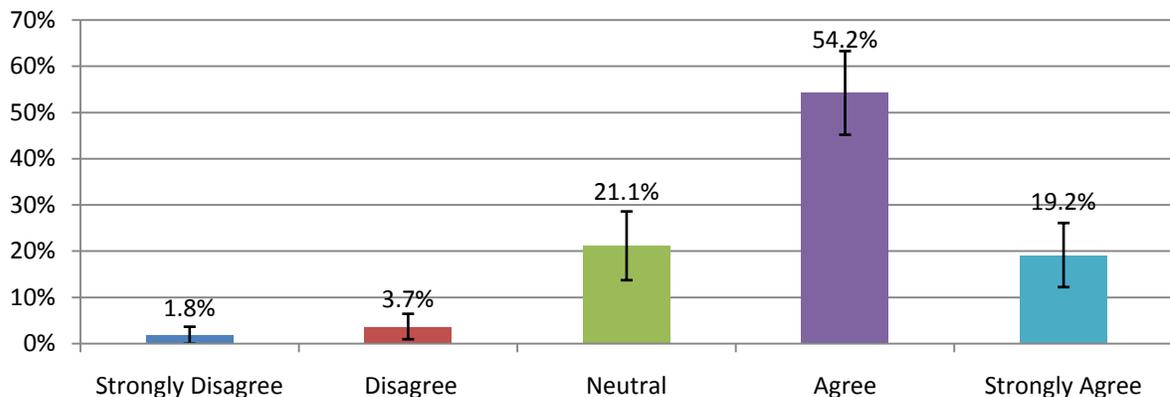
According to the NC Division of Mental Health and Substance Abuse the estimated number of youth 18 years and older with a substance abuse issue is 6,681 persons or about 6.5% of the total population. This number does not include adults. Here at the Health Department we know that we are seeing a growing number of patients in the clinics with substance abuse issues. Access to outpatient treatment for substance abuse is difficult as there are limited numbers of providers. There are support groups available in the county such as Al-Anon and Alcoholics Anonymous.

Primary Health Data

The door-to-door community survey process was completed by randomly selecting 210 households across Craven County using GIS technology providing us with 90% confidence and an error margin of 5.7%. Survey results were entered into Epi Info statistical software for data compilation. Below are this survey's results.

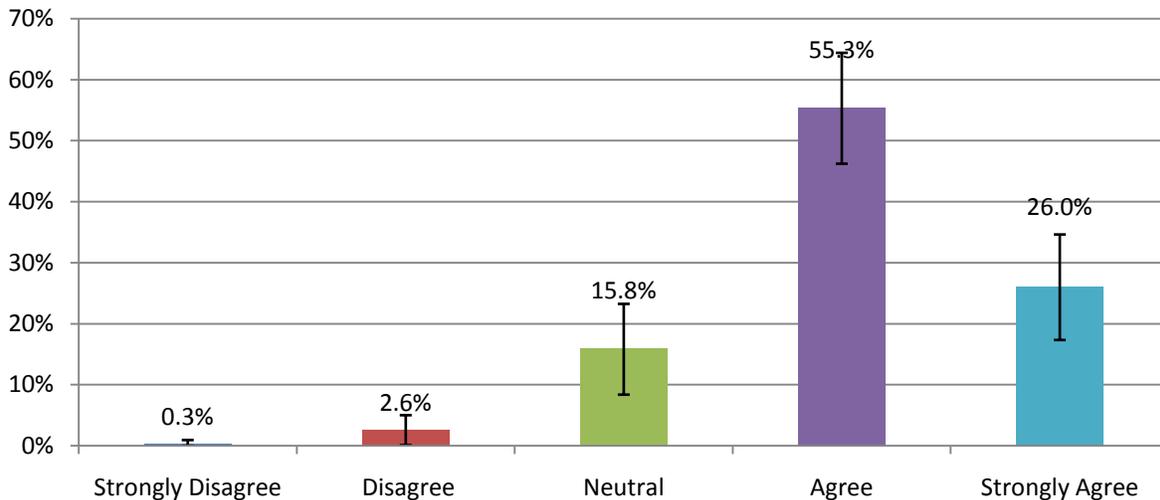
1. How do you feel about this statement, “There is a good healthcare system in Craven County”? Consider the cost and quality, number of options, and availability of healthcare in Craven County.

54.2% of those surveyed agreed with this statement, 21.1% were neutral, and 19.2% strongly agreed. 5.5% disagreed or strongly disagreed.



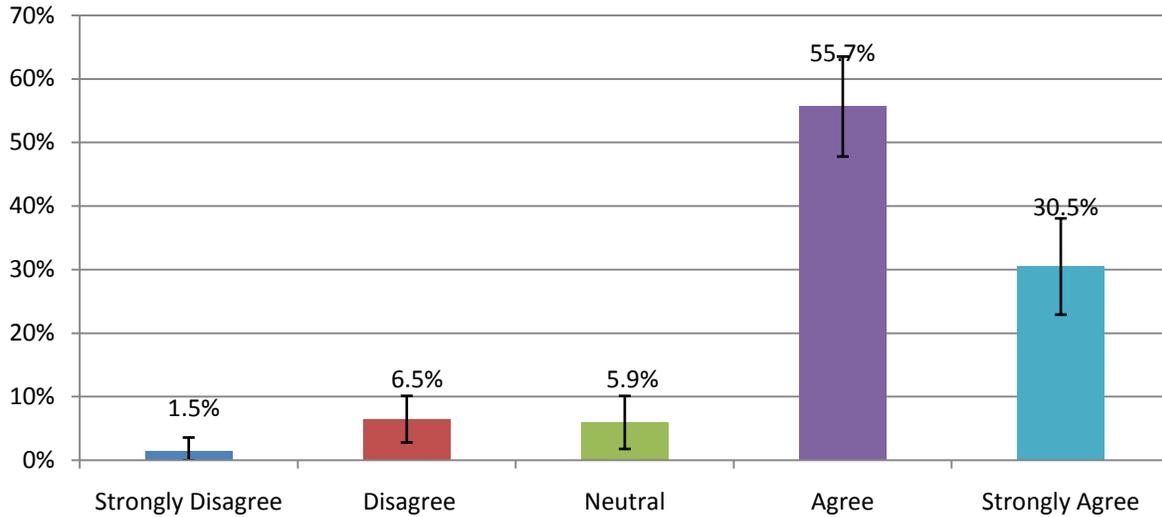
2. How do you feel about this statement, “Craven County is a good place to raise children”? Consider the quality and safety of schools and child care programs, after school programs, and places to play in this county.

55.3% of those surveyed agreed with this statement, 26.0% strongly agreed, and 15.8% were neutral. 2.9% disagreed or strongly disagreed.



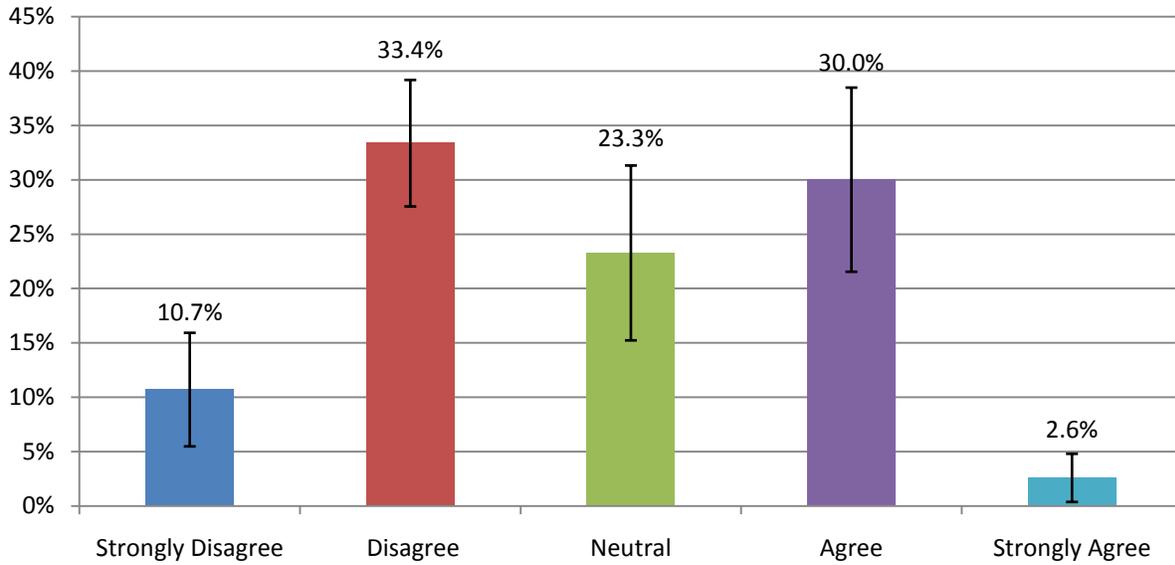
3. How do you feel about this statement, “Craven County is a good place to grow old”?
 Consider our county’s elder-friendly housing, transportation to medical services, recreation, and services for the elderly.

55.7% of those surveyed agreed with this statement, 30.5% strongly agreed, and 5.9% were neutral. 8.0% disagreed or strongly disagreed.



4. How do you feel about this statement, “There is plenty of economic opportunity in Craven County”? Consider the number and quality of jobs, job training/higher education opportunities, and availability of affordable housing in Craven County.

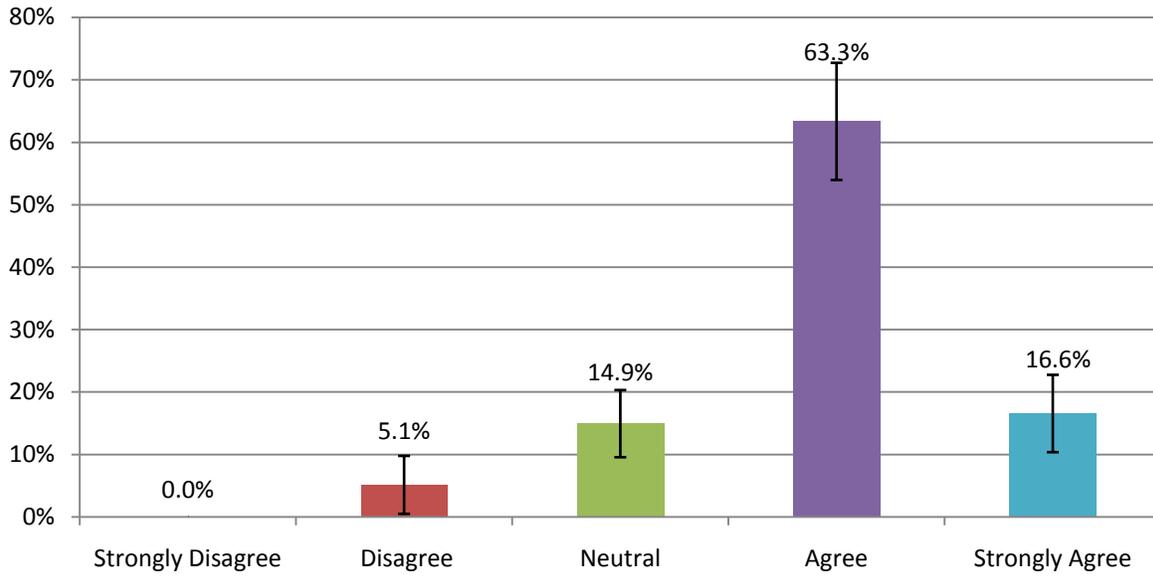
30.0% of those surveyed agreed with this statement and 2.6% strongly agreed. 23.3% were neutral. 33.4% disagreed and 10.7% strongly disagreed.



5. How do you feel about this statement, “Craven County is a safe place to live”?

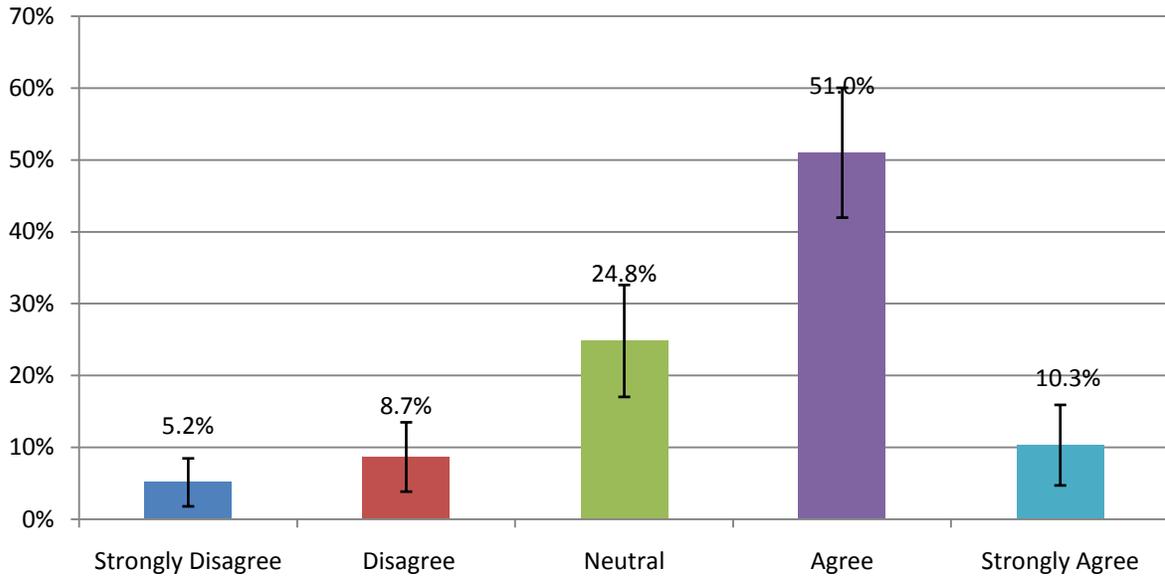
Consider how safe you feel at home, in the workplace, in schools, at playgrounds, parks, and shopping centers in Craven County.

63.3% of those surveyed agreed with this statement, 16.6% strongly agreed, and 14.9% were neutral. 5.1% disagreed and none strongly disagreed.



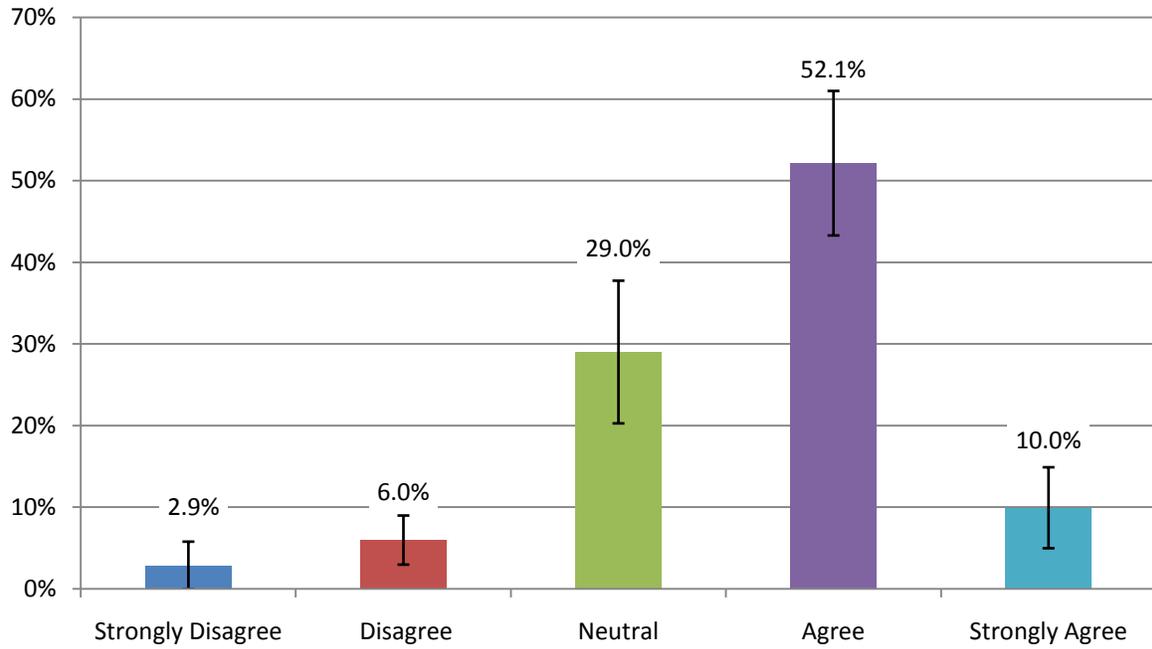
6. How do you feel about this statement, “There is plenty of help for individuals and families during times of need in Craven County”? Consider social support in Craven County: neighbors, support groups, faith community outreach, community organizations, and emergency monetary assistance.

51.0% of those surveyed agreed with this statement and 10.3% strongly agreed. 24.8% were neutral. 8.7% disagreed and 5.2% strongly disagreed.



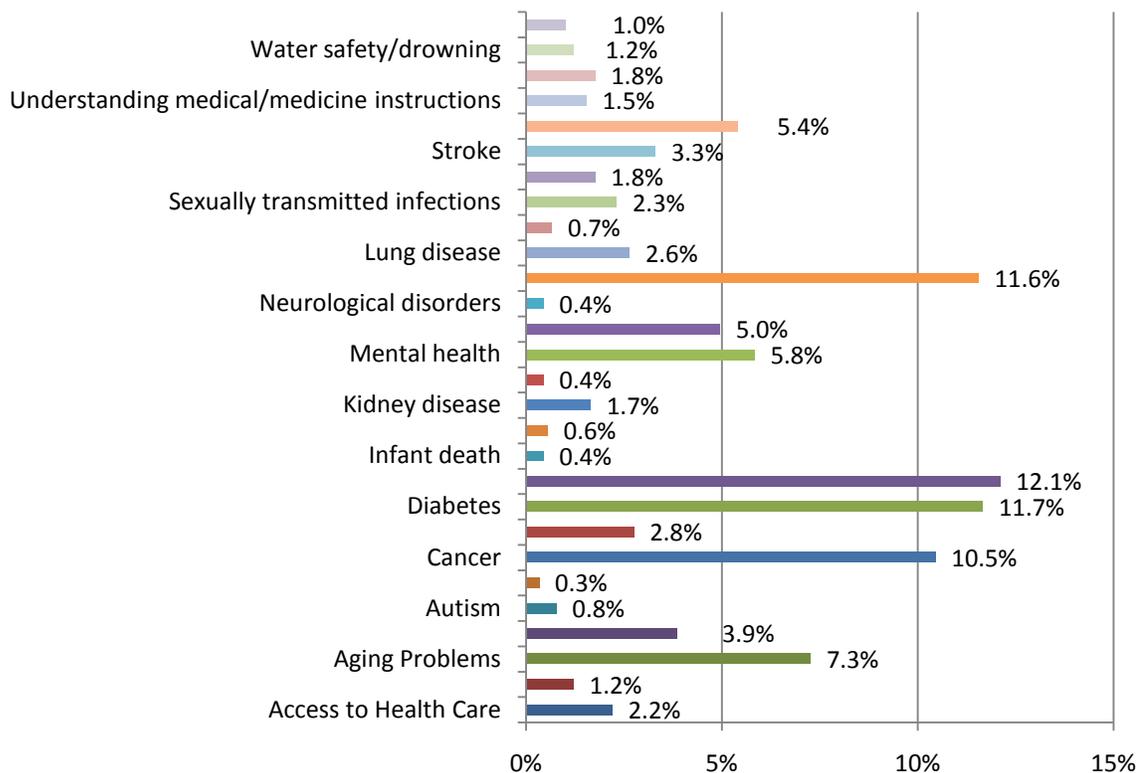
7. How do you feel about this statement, “Craven County has programs in place to protect the natural resources and environment”? Consider wastewater treatment, water treatment, solid waste, air, etc.

52.1% of those surveyed agreed with this statement and 10.0% strongly agreed. 29.0% were neutral. 6.0% disagreed and 2.9% strongly disagreed.



8. These next questions are about health problems that have the largest impact on the community as a whole. Please look at this list of health problems. I would like for you to pick the most important health problems in Craven County. You can choose up to 5. Remember this is your opinion and your choices will not be linked to you in any way. If you do not see a health problem you consider one of the most important, please let me know and I will add it in. I can also read these out loud as you think about them.

The top five responses those surveyed stated the health problems having the largest impact on the community as a whole include *Heart Disease/Heart Attacks* (12.1%), *Diabetes* (11.7%), *Obesity/Overweight* (11.6%), *Cancer* (10.5%), and *Aging problems* (7.3%).



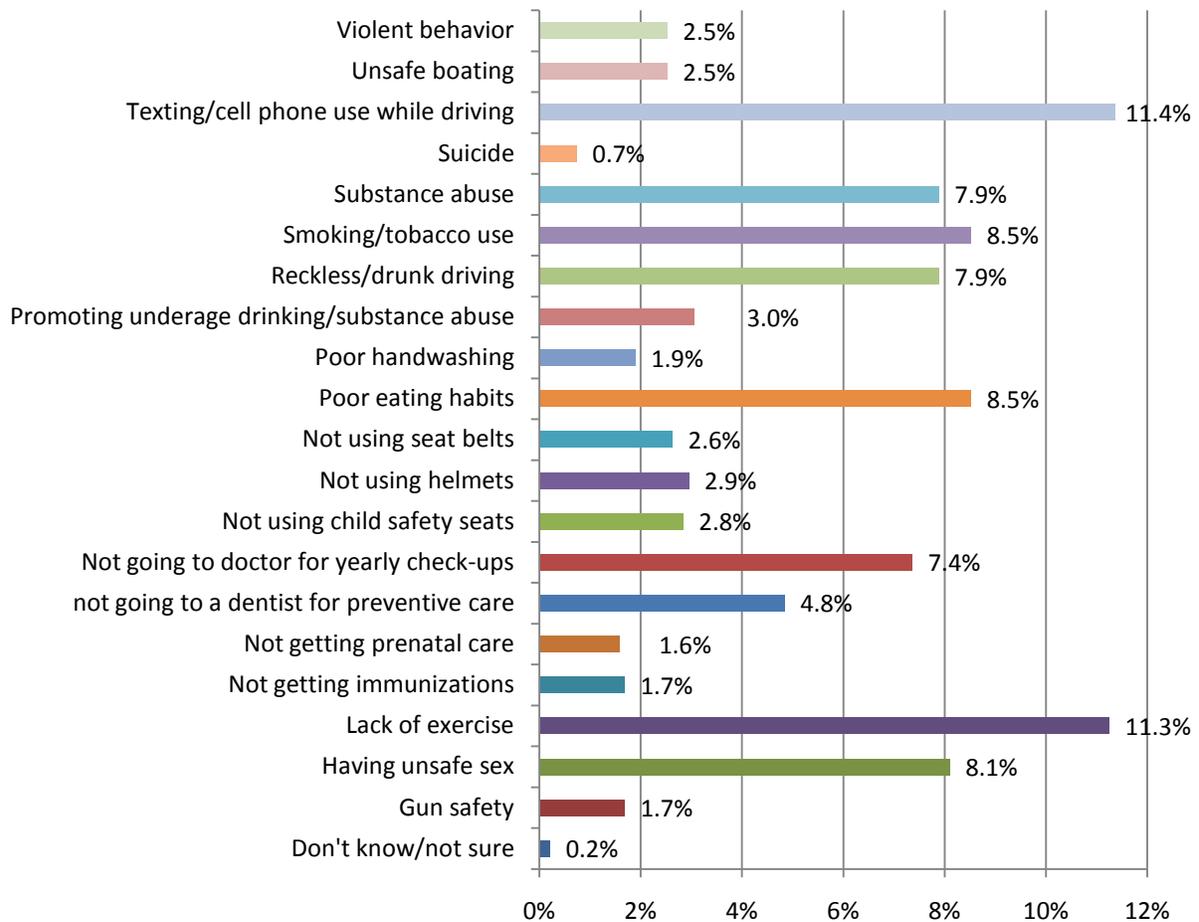
(This chart is a percentage. Weighting was not used)

Other Answers:

- NO PROBLEMS
- Alzheimer's
- developmental disorders
- prescription drug abuse
- traffic intersections

9. These next questions are about unhealthy behaviors that some individuals do that have the largest impact on the community as a whole. Please look at this list of unhealthy behaviors. Pick top unhealthy behaviors in Craven County. Please choose up to 5. Remember this is your opinion and your choices will not be linked to you in any way. If you do not see an unhealthy behavior that you consider one of the most important, please let me know and I will add it in. I can also read these out loud as you think about them.

The top five responses those surveyed stated the unhealthy behaviors having the largest impact on the community as a whole include *Texting/cell phone use while driving* (11.4%), *Lack of exercise* (11.3%), *Smoking / tobacco use* (8.5%), *Poor eating habits* (8.5%), and *Having unsafe sex* (8.4%).



(This chart is a percentage. Weighting was not used)

Other Answers:

NONE

bath salts

children abuse

gun safety

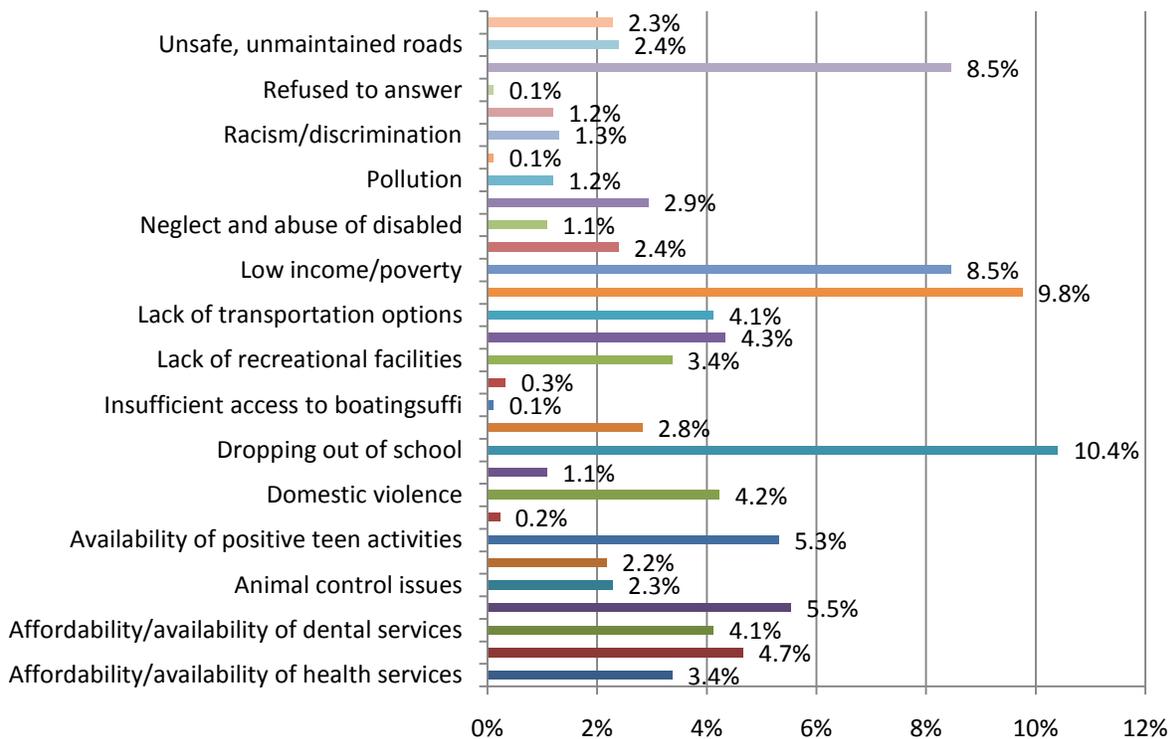
driving

substance abuse in schools, texting while

poor eating

10. These next questions are about community-wide issues that have the largest impact on the overall quality of life in Craven County. Please look at this list of community issues. Pick the community issues that have the greatest effect on quality of life in Craven County. Please choose up to 5. Remember this is your opinion and your choices will not be linked to you in any way. If you do not see a community problem you consider one of the most important, please let me know and I will add it in. I can also read these out loud as you think about them.

The top five responses those surveyed stated the community-wide issues having the largest impact on the overall quality of life include *Dropping out of school* (10.4%), *Lack of / inadequate health insurance* (9.8%), *Low income / poverty* (8.5%), *Unemployed / under employed* (8.5%), and *Affordability / availability of health services* (5.5%). 8.5% refused to answer.



(This chart is a percentage. Weighting was not used)

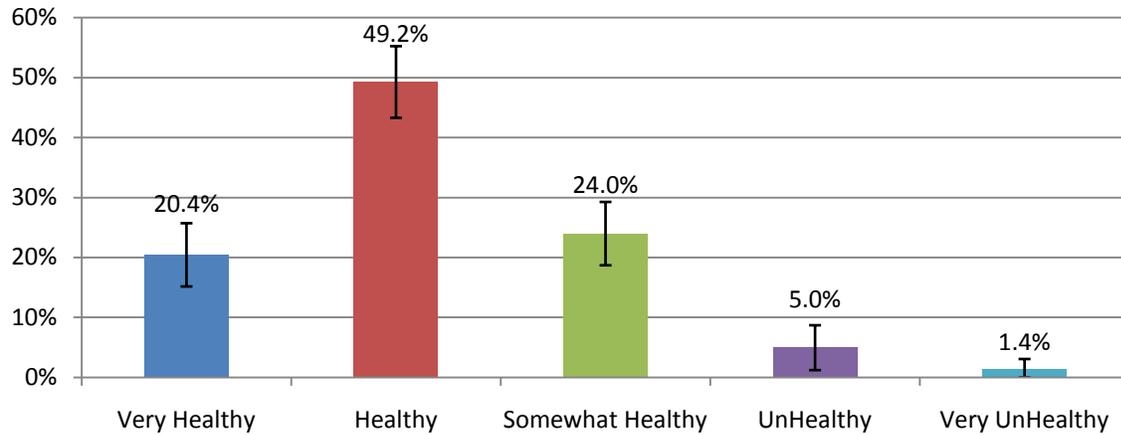
Other Answers:

- | | | |
|------------------|--------------------|--|
| tax issues | Domestic Violence | need a boys and girls club |
| teen dropout | MERCER IN HOSPITAL | robbery |
| teen drug use | NONE | solid waste/trash dumping and drainage |
| under employment | NOT SPECIFIED | street beggars |
| unemployment | tax issues | unplanned pregnancy |

Now I am going to ask you some questions about your own personal health. Remember, the answers you give for this survey will not be linked to you in any way.

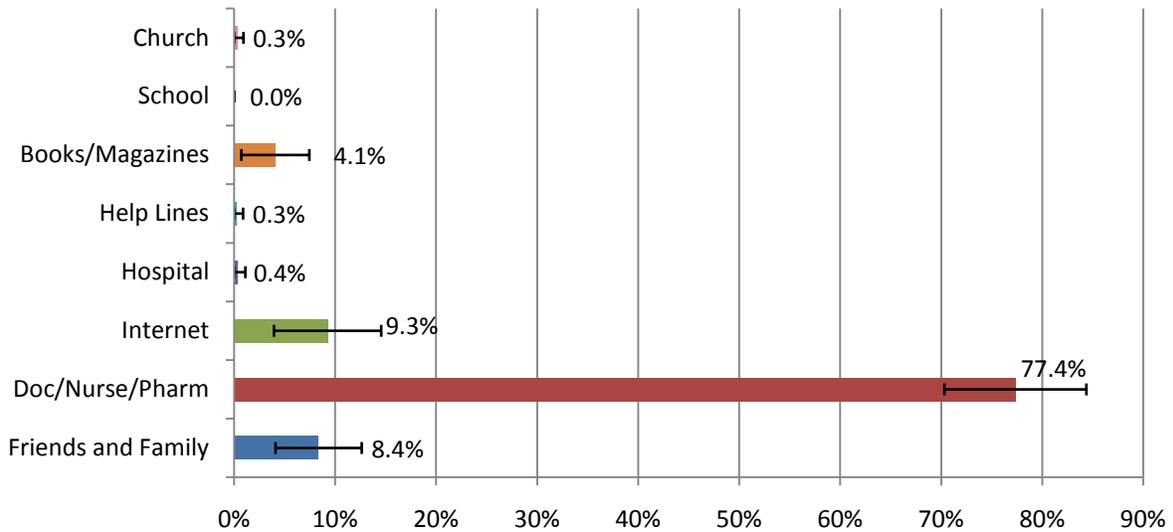
11. How would you rate your own health? Please choose only one of the following:

49.2% of those surveyed stated they were healthy and 20.4% stated they were very healthy. 24.0% stated they were somewhat healthy, 5.0% stated they were unhealthy, and 1.4% stated they were very unhealthy.



**12. Where do you get most of your health-related information or advice about your health?
Please choose only one.**

77.4% of those surveyed stated they get their health-related information or advice from a doctor, nurse, or pharmacist, 9.3% from the internet, 8.4% from friends and family, and 4.1 from books/magazines.

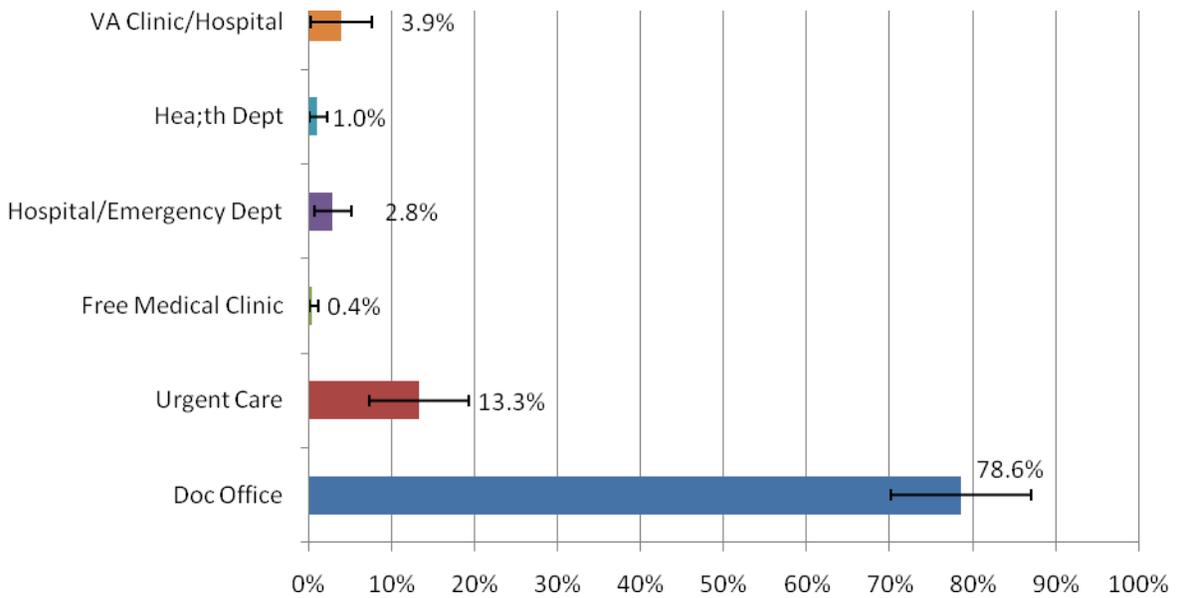


Other Answers:

- Internet work
- ME when I go
- SELF TV
- department of social no one
- services
- internet

13. Where do you go most often when you are sick?

78.5% of those surveyed stated they go most often when they are sick to a doctor's office, 9.3% to Urgent care, 3.9% to a VA Clinic / Hospital, and 2.8% to Hospital/Emergency Dept.

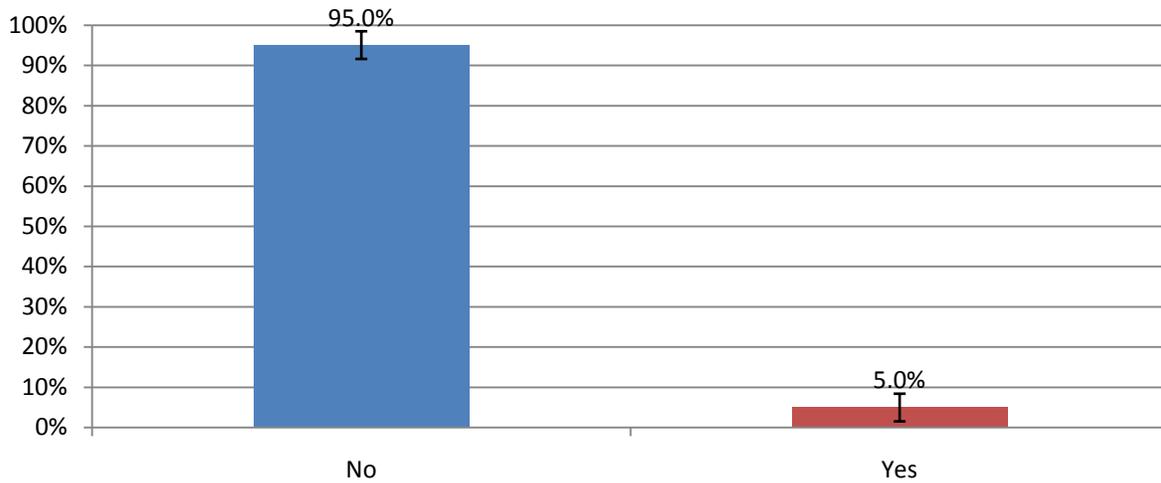


Other Answers:

- BASE MEDICAL
- MILITARY
- NO PROVIDER
- NOPE
- home
- nowhere
- urgent care

14. In the past 12 months, did you ever have a problem getting the health care, including home health services, nursing home, assisted living, you needed from any type of health care provider or facility?

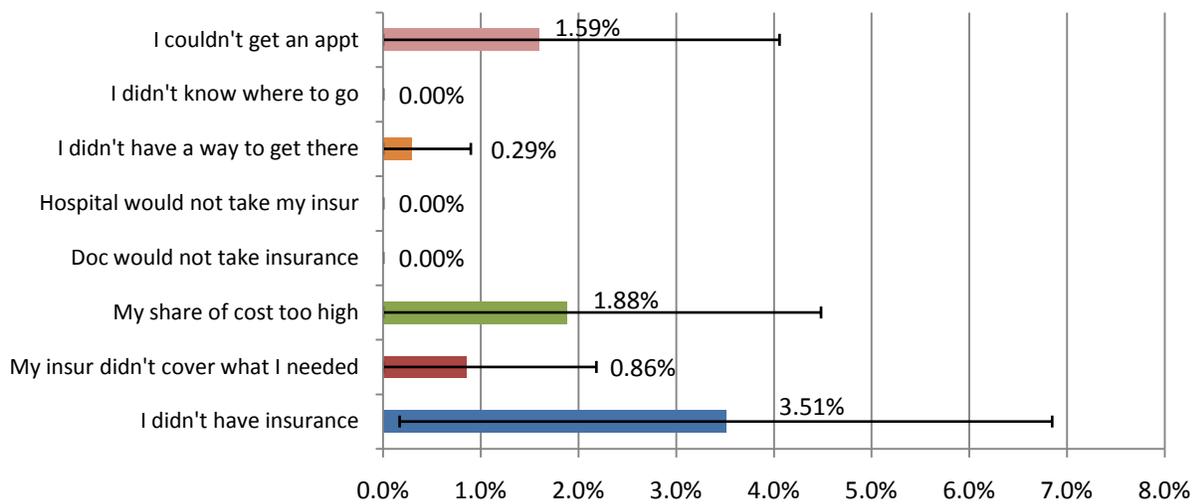
95.0% of those surveyed stated that they did have a problem getting health care they needed, and 5.0% stated they did not.



Note: Understanding health instructions and how to use your medications

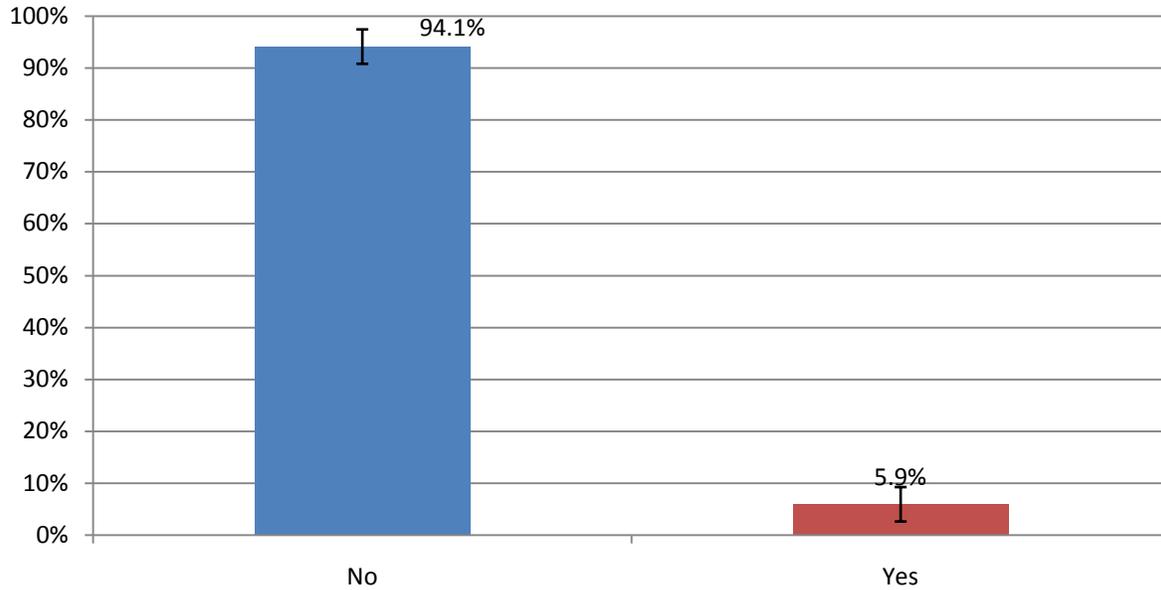
15. Since you said “yes”, which of these problems did you have? You can choose as many of these as you need to. If there was a problem you had that we do not have here, please tell us and I will write it in.

Those who answered yes to having problems getting health care were asked to state the kind of problems they experienced. 3.51% had problems because they did not have insurance, 1.88% stated their share of the cost was too high, and 1.59% stated they could not get an appointment.



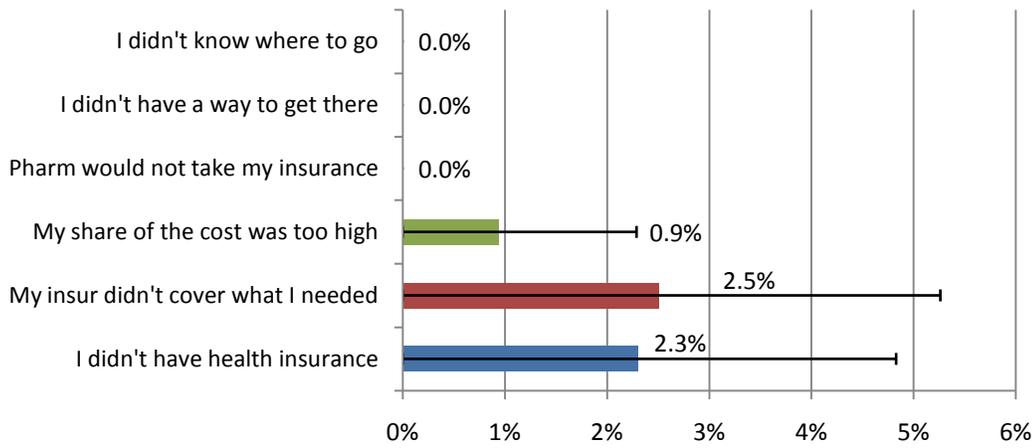
16. In the past 12 months, did you have a problem filling a medically necessary prescription?

94.1% of those surveyed stated that they did not have a problem filling a medically necessary prescription, and 5.9% stated they did.



17. Since you said “yes”, which of these problems did you have? You can choose as many of these as you need to. If there was a problem you had that we do not have here, please tell us and I will write it in.

Those who answered yes to having problems filling a medically required prescription were asked to state the kind of problems they experienced. 2.5% had problems because their insurance did not cover what they needed, 2.3% stated they did not have insurance, and 0.9% stated their share of the cost was too high.

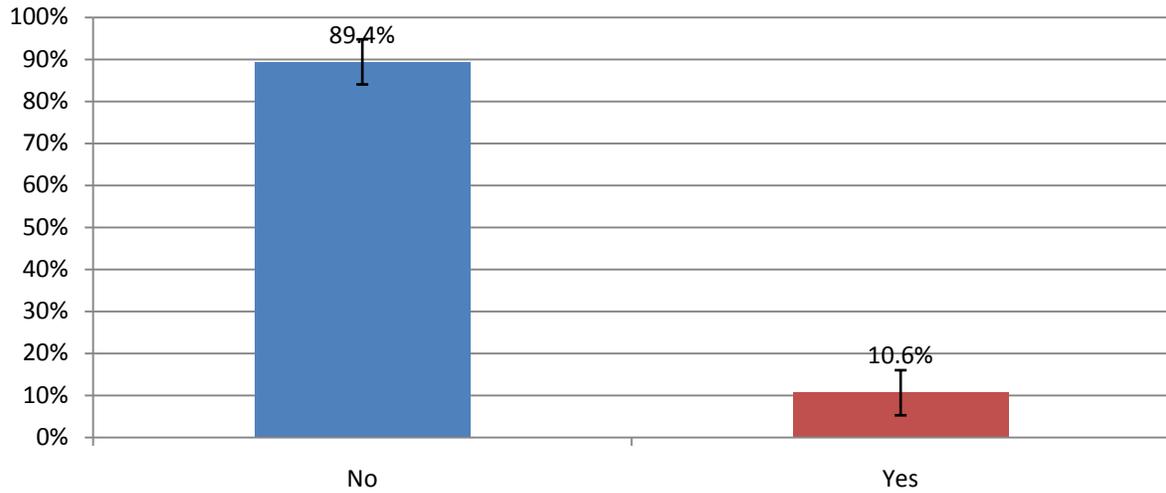


Other Answers:

- | | |
|-----------------------|--------------------|
| SPECIAL ORDERED | Dental Health |
| lack of work | Pharmacy not carry |
| not available locally | generic |

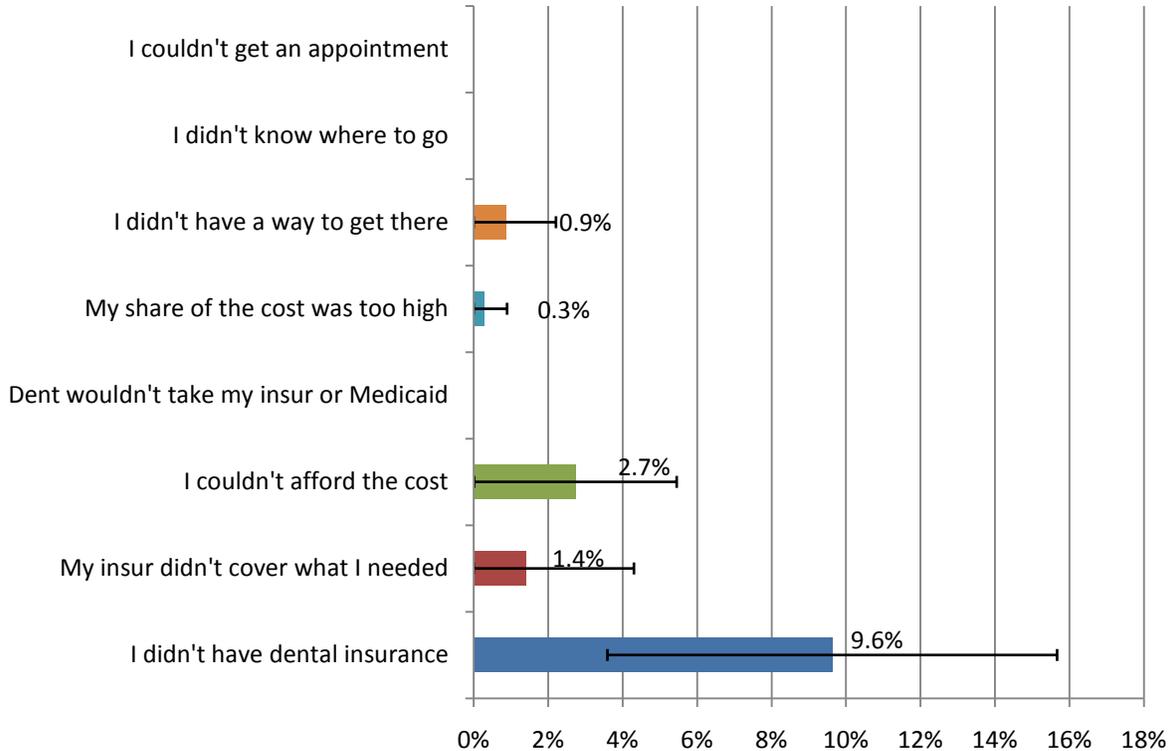
18. Was there a time during the past 12 months when you needed to get dental care, but could not?

89.4% of those surveyed stated that they did not have a problem getting dental care in the past 12 months, and 10.6% stated they did.



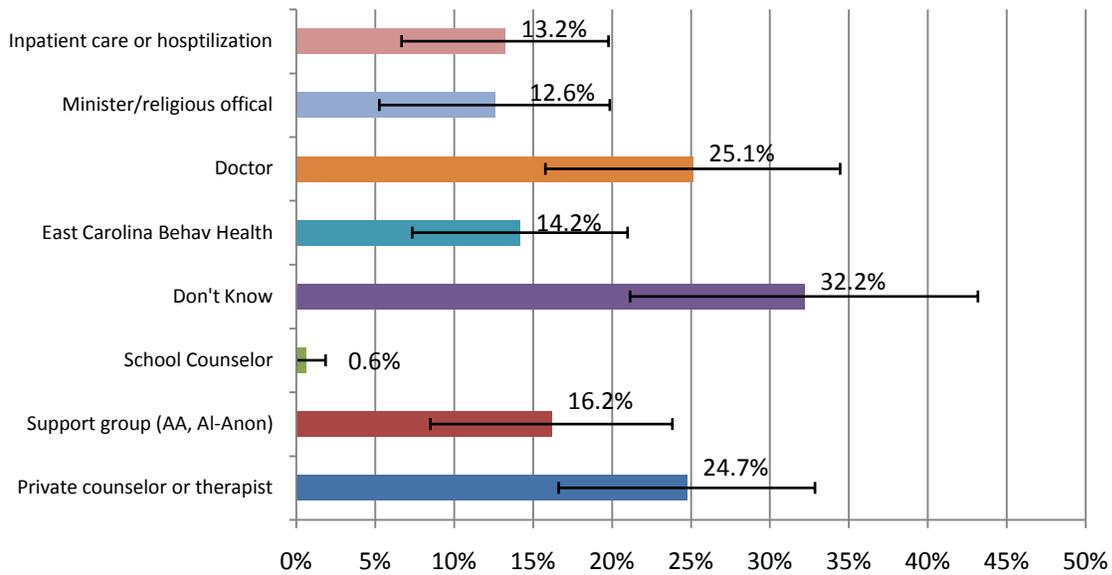
19. Since you said “yes”, why could you not get dental care? You can choose as many of these as you need to. If there was a problem you had that we do not have here, please tell us and I will write it in.

Those who answered yes to having problems getting dental were asked to state the kind of problems they experienced. 9.6% had problems because they did not have insurance, 2.7% stated they did not have insurance, and 1.4% stated their insurance did not cover what was needed.



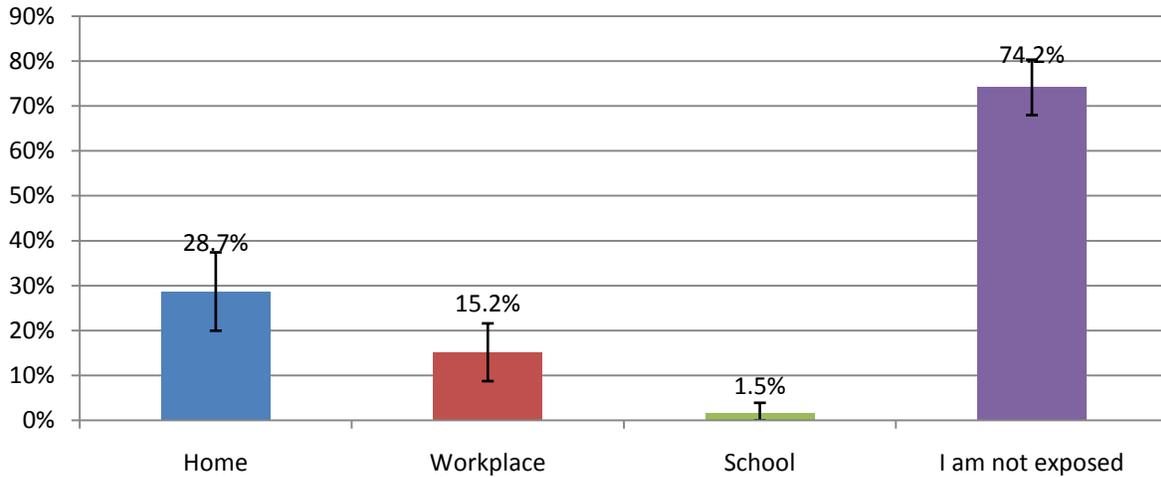
20. If a friend or family member needed counseling or treatment for a mental health or a drug/alcohol abuse problem, from whom would you tell them to seek care?

32.2% of those surveyed stated did not know what to tell friends or family members from where to seek care for a mental or drug/alcohol abuse problem. 25.1% stated they would tell friend or family to seek care for a mental health or drug/alcohol abuse problem from a doctor, 24.7% stated from a private counselor or therapist, 16.2% stated from a support group, 14.2% stated from East Carolina Behavioral Health, 13.2% stated from inpatient or hospitalization and 12.6 stated from a minister/religious official.



21. Are you exposed to secondhand smoke in any of the following places (Check all that apply)?

74.2% of those surveyed stated that they were not exposed to secondhand smoke. 28.7% stated they were exposed to secondhand smoke at home, 15.2% stated at their workplace, and 1.5% stated at school.

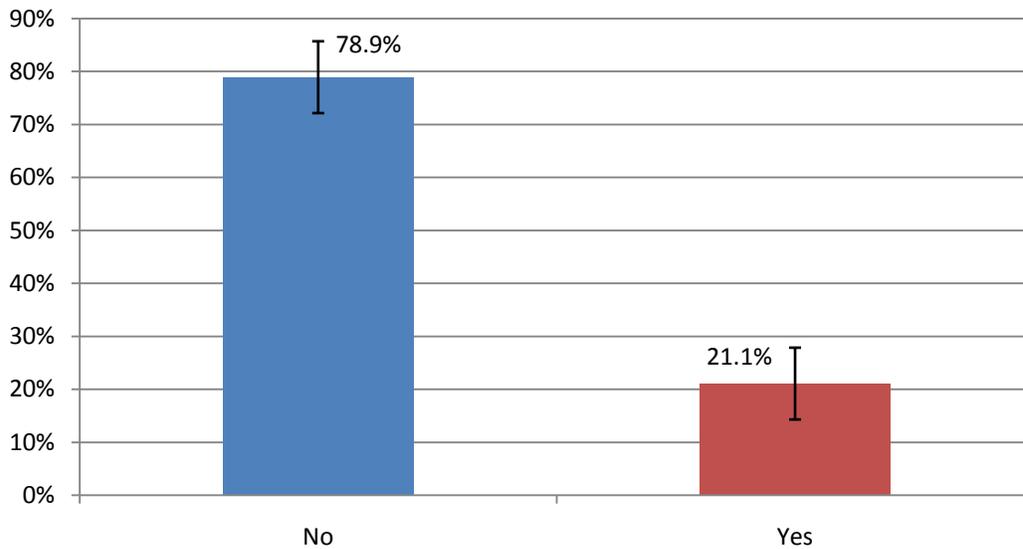


Other Answers:

PUBLIC PLACES EVERYWHERE
 public at bingo and friends

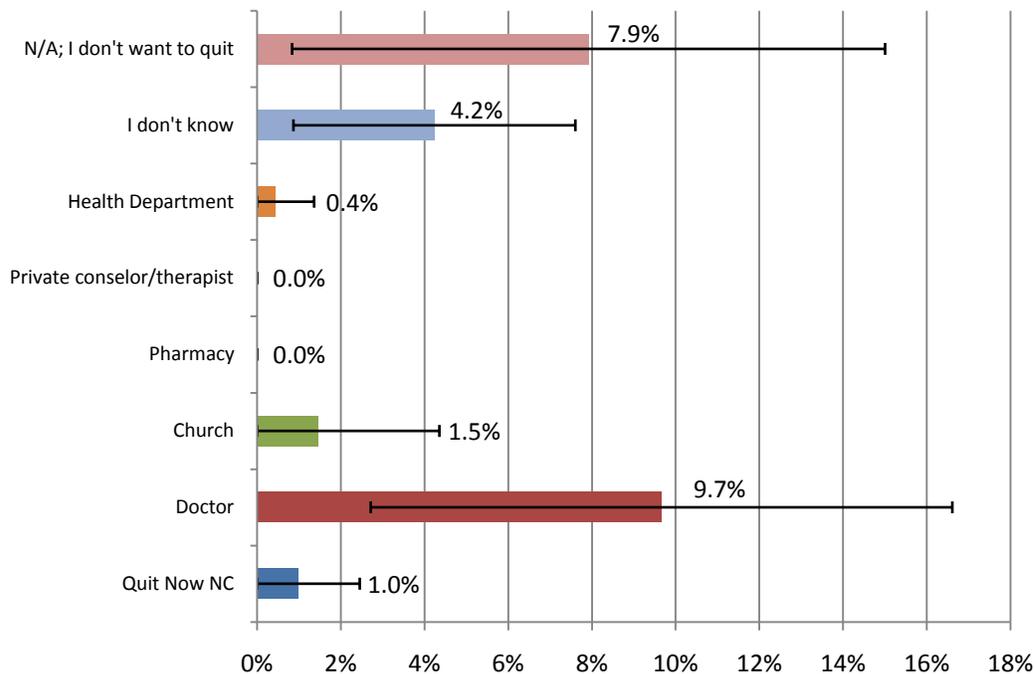
22. Do you currently smoke?

78.9% of those surveyed stated that they did not smoke, and 21.1% stated they do currently smoke.



23. If yes, where would you go for help if you wanted to quit?

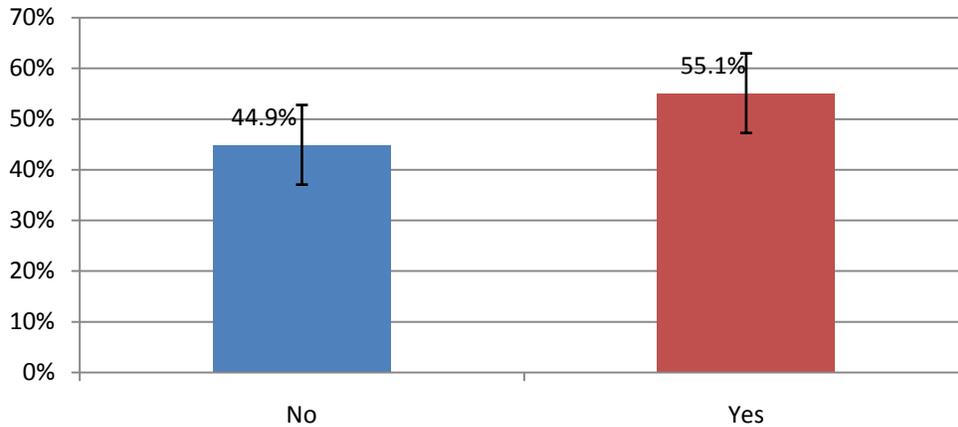
Those who answered yes to smoking were asked to state where they would go for help if they wanted to quit. 9.7% said the doctor, 4.2% did not know, and 1.5% said church. 7.9% said they did not want to quit.



Part 4. Emergency Preparedness

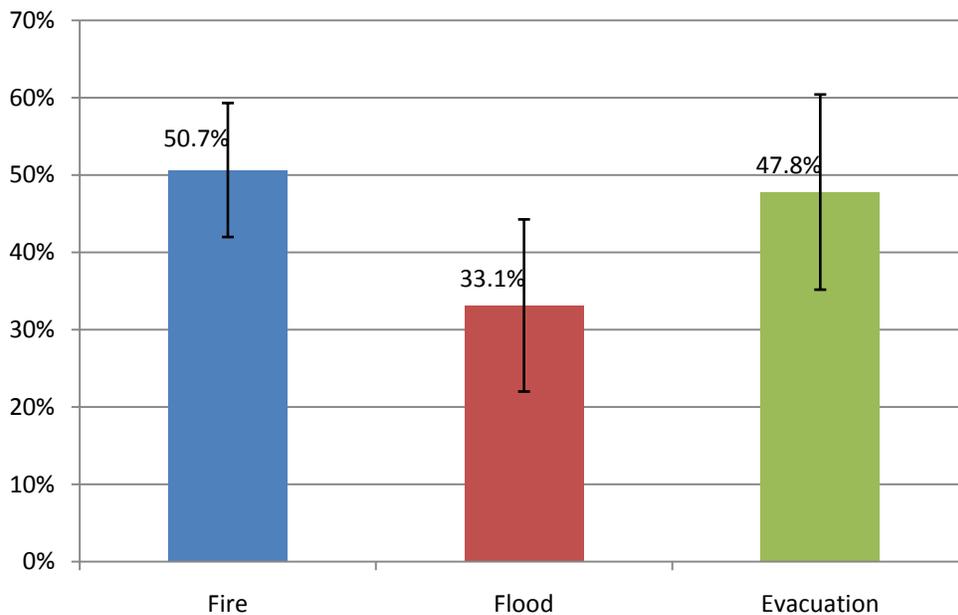
24. Does your household have a Family Emergency Plan?

44.9% of those surveyed stated that they did not have a Family Emergency Plan and 55.1% said they do.



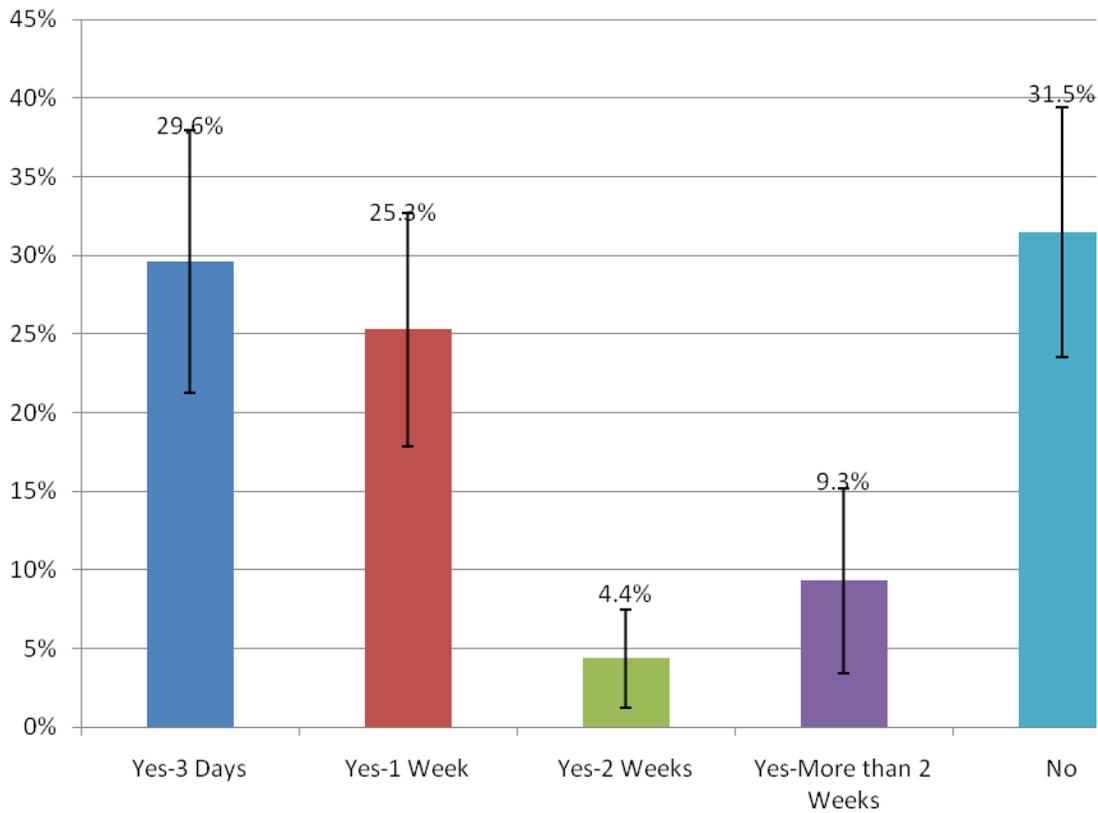
What Kind of Family Emergency Plan(s) does household have?

Those who answered yes to having a family emergency plan were asked to state what kind(s). 50.7% had fire, 47.8% had evacuation, and 33.1% had flood.



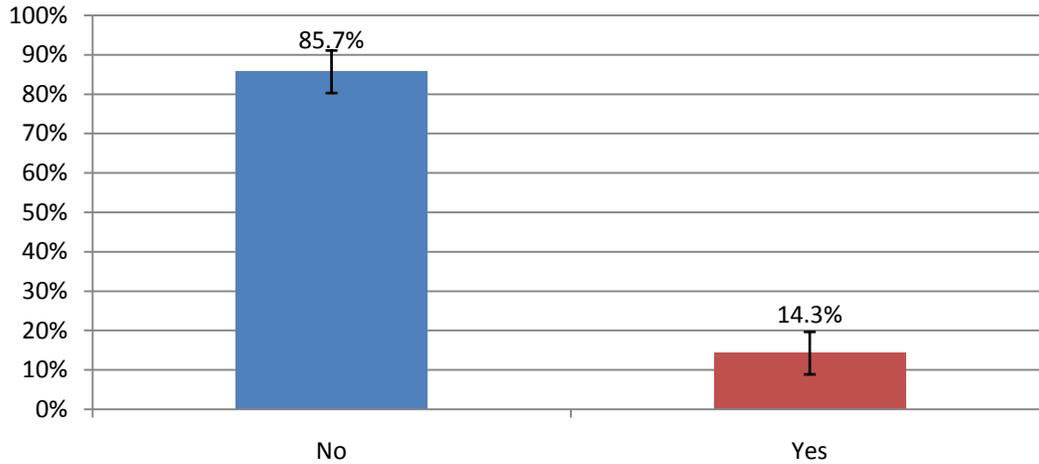
25. Does your family have a basic emergency supply kit, including first aid kit, food and water? If yes, for how many days do you have supplies?

31.5% of those surveyed stated they do not have a basic emergency supply kit, 29.6% stated their kit is good for up to 3 day, 25.3% stated their kit is good for up to 1 week, 9.3% stated their kit is good for more than 2 weeks, and 4.4% stated that their kit is good up to 2 week.



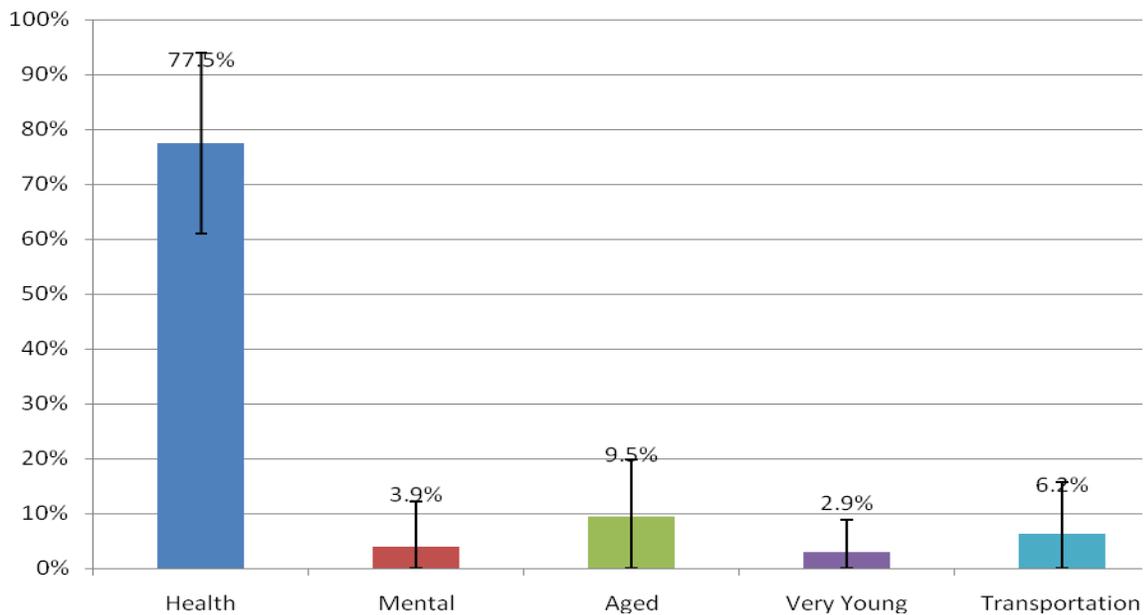
26. Are there any members of your family with special needs that would need additional assistance in the event of an emergency or evacuation?

85.7% of those surveyed stated that there are no family members with special needs that would need assistance in the event of an emergency or evacuation and 14.3% stated that a family member would need assistance.



What is the nature of their special needs:

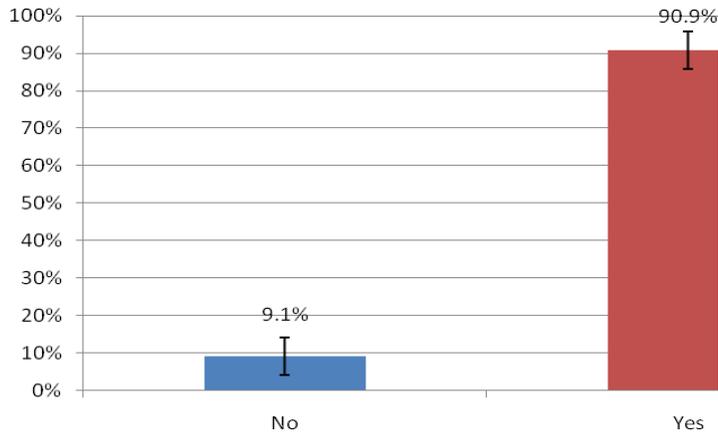
77.5% of those surveyed stated that the member(s) of their family that has special needs requiring additional assistance in case of an evacuation are due to health problems, 9.5% stated aging problems, 6.2% stated transportation problems, 3.9% stated mental problems and 2.9% stated the family member(s) are very young.



27. In the event of an emergency evacuation,

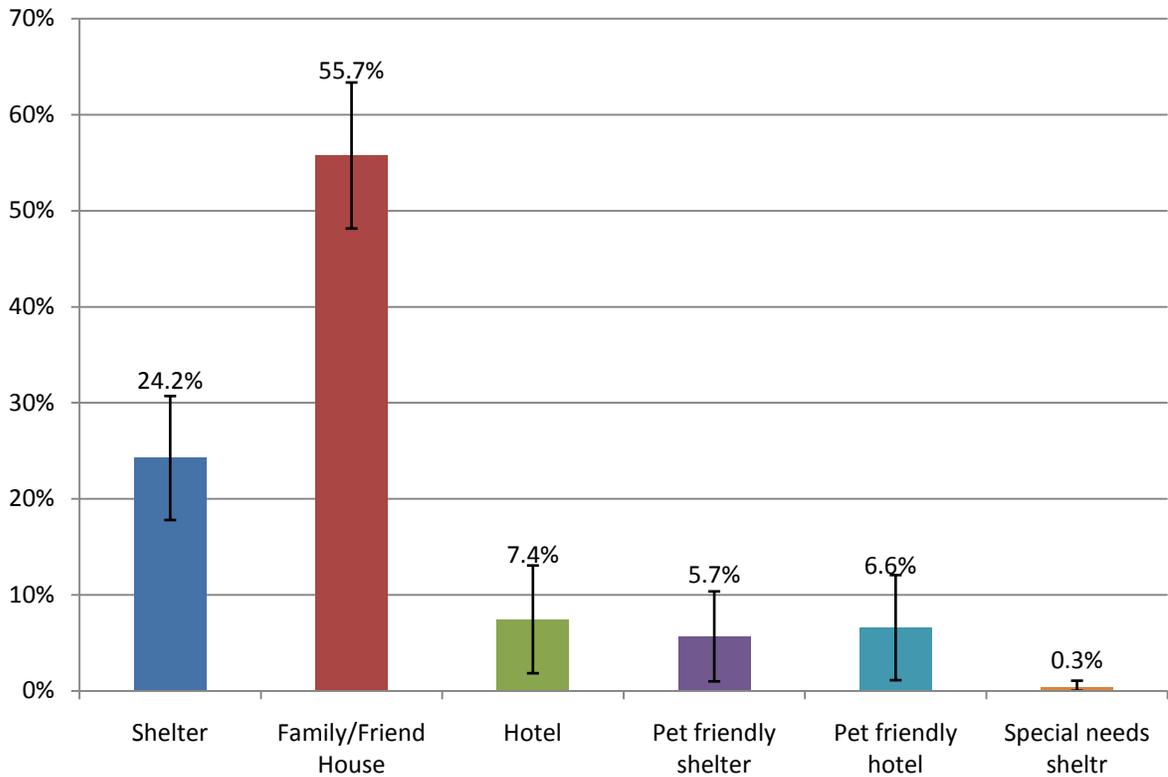
a. Would you evacuate?

90.9% of those surveyed stated that they would evacuate in the event of an emergency evacuation and 9.1% stated they would not.



b. Where would you go?

55.7% of those surveyed who stated that they would evacuate in an emergency evacuation they would go to a family/friend house, 24.2% stated they would go to a shelter, 7.4% stated a hotel, 6.6% a pet-friendly hotel, 5.7% stated pet-friendly shelter, and 0.3% stated a special needs shelter.

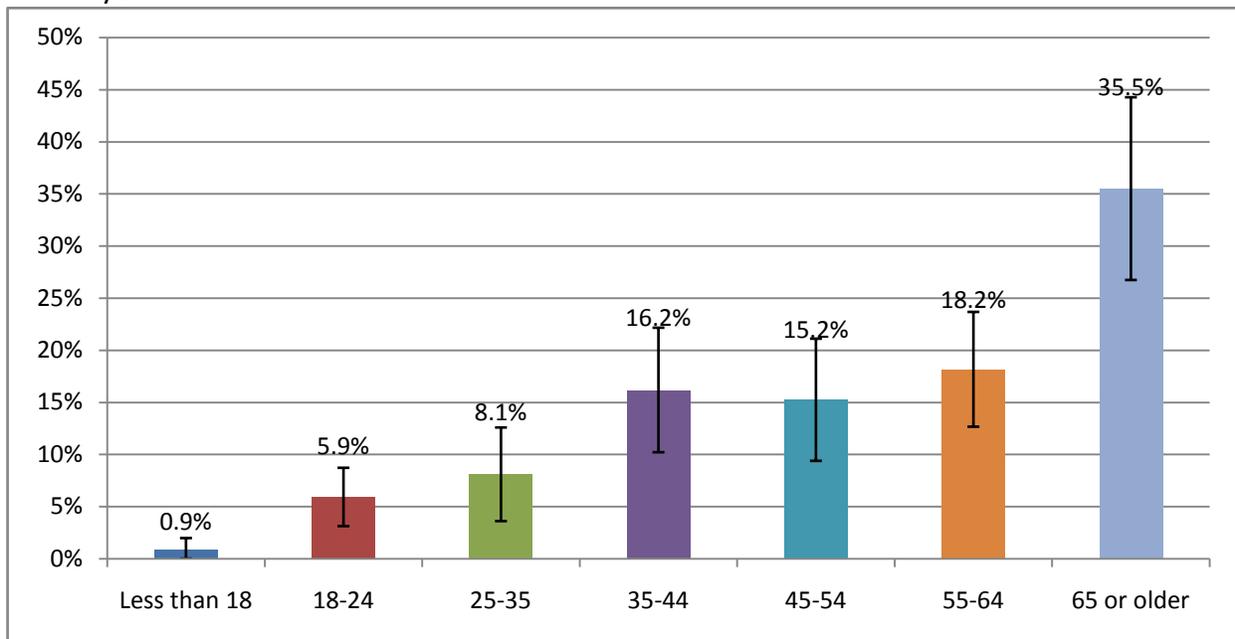


Demographic Questions

The next set of questions are general questions about you, which will only be reported as a summary of all answers given by survey participants. Your answers will remain anonymous.

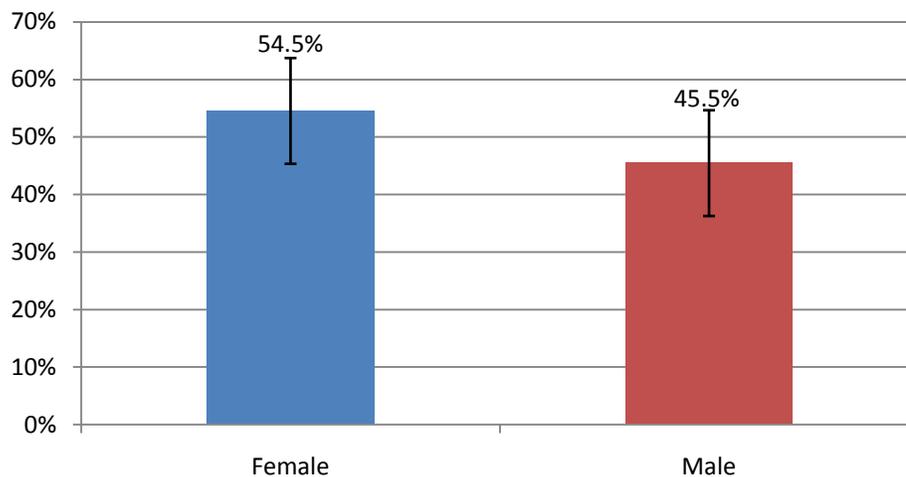
28. What is your age range?

35.5% of those surveyed were 65 or older, 18.2% were aged 55-64, 15.2% aged 35-44, 15.2% aged 45-54, 8.1% 25-35, 5.9% aged 18-24, and 0.9% were less than 18 years old.



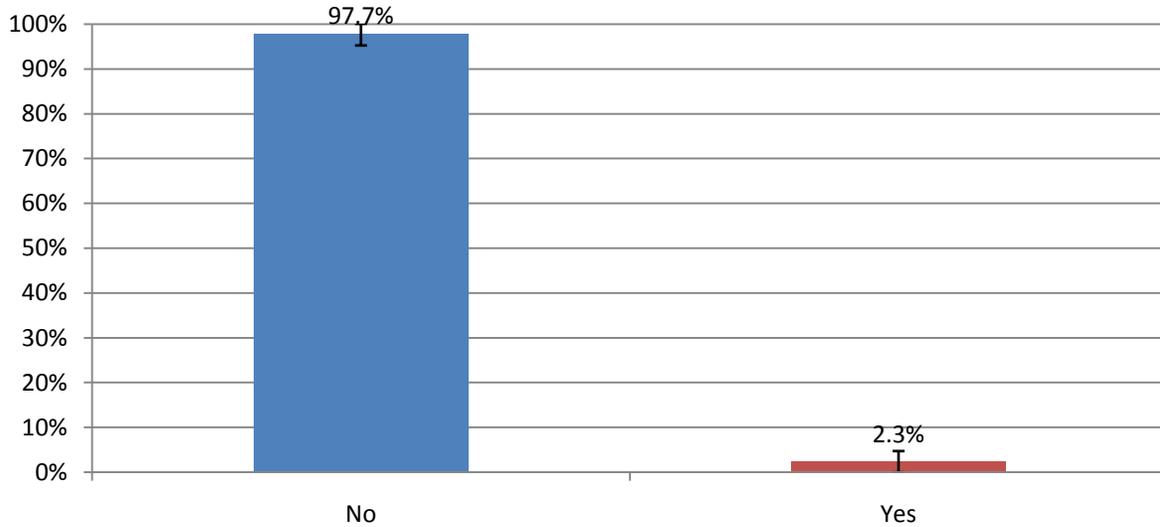
29. Are You?

54.5% of those surveyed were female and 45.5% were male.



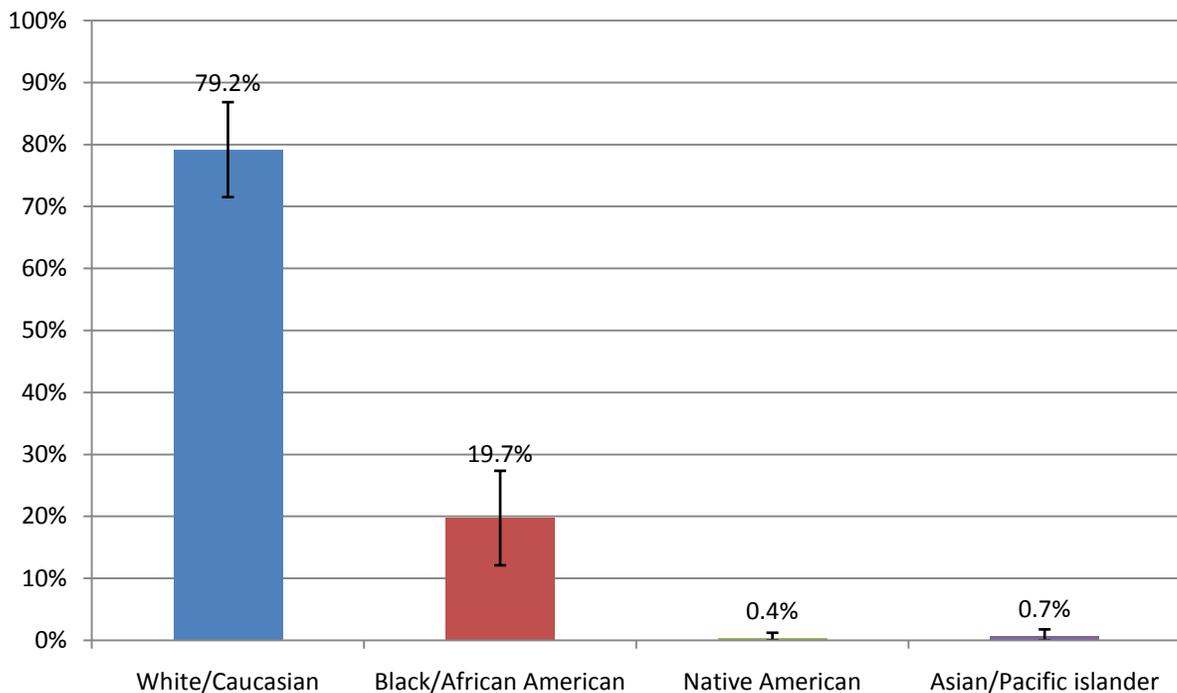
30. Are you of Hispanic origin?

97.7% of those surveyed were not of Hispanic origin and 2.3% were.



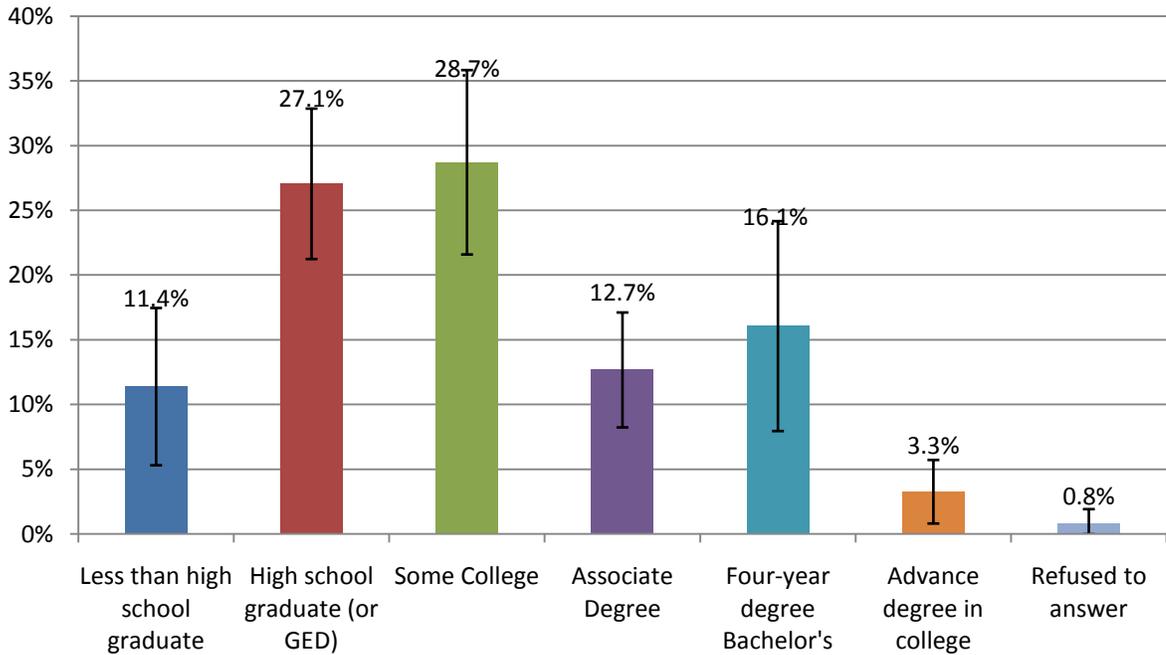
31. What is your race? (Please check one and choose "other" if you do not identify with only one of the categories.)

79.2% of those surveyed identified themselves as White/Caucasian, 19.7% as Black/African-American, 0.7% as Asian/Pacific Islander, and 0.4% as Native American.



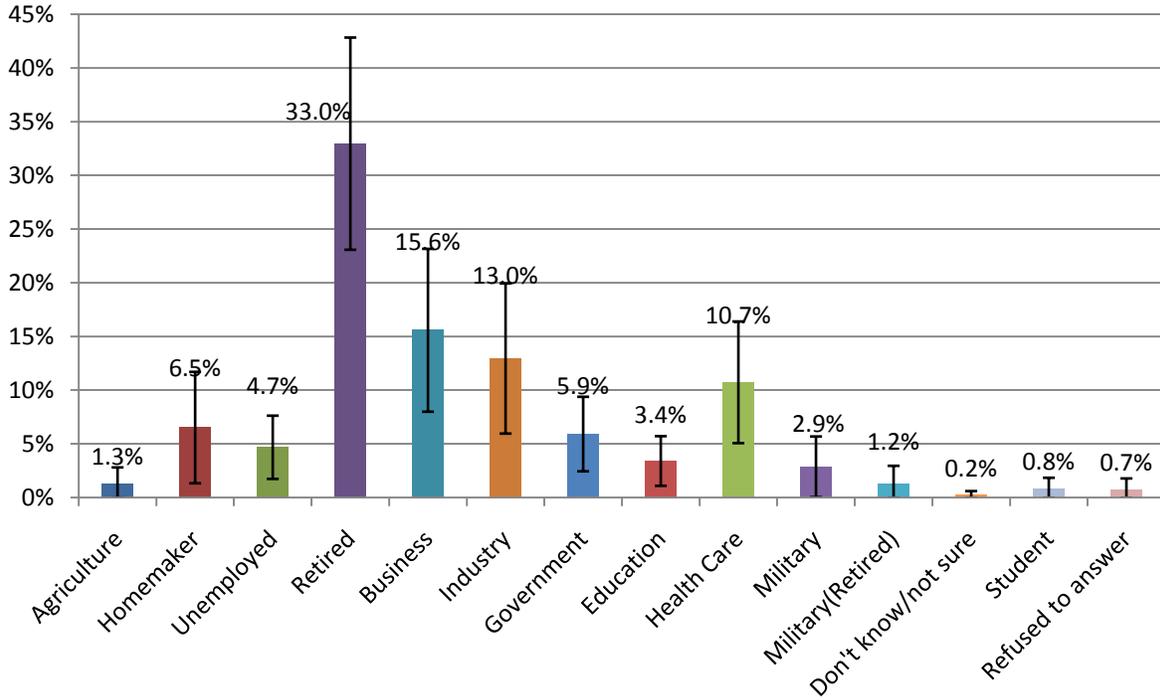
32. How much school have you completed?

28.7% of those surveyed were stated they had completed some college, 27.1% stated they had completed high school, 16.1% stated they had a four-year degree from college, 12.7% stated they had an associate degree, 11.4% stated they had less than a high school degree, 3.3% stated they had an advance degree in college, and 0.8% refused to answer.



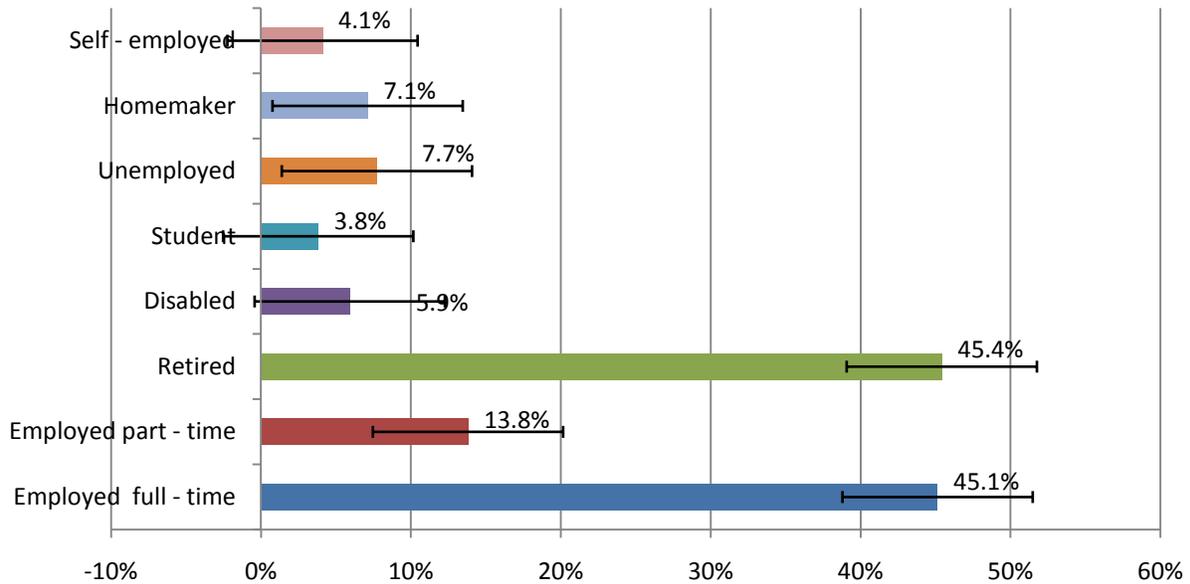
33. What is your job field?

33.0% of those surveyed were retired, 15.6% worked in business, 13.0% work in industry, 10.7% work in health care, 6.5% are homemakers, 5.9% work in government, 4.7% are unemployed, 3.4% work in education, 2.9% are military, 1.3% work in agriculture, 1.2% are retired military, 0.8% are students, 0.9% were not sure or refused to answer.



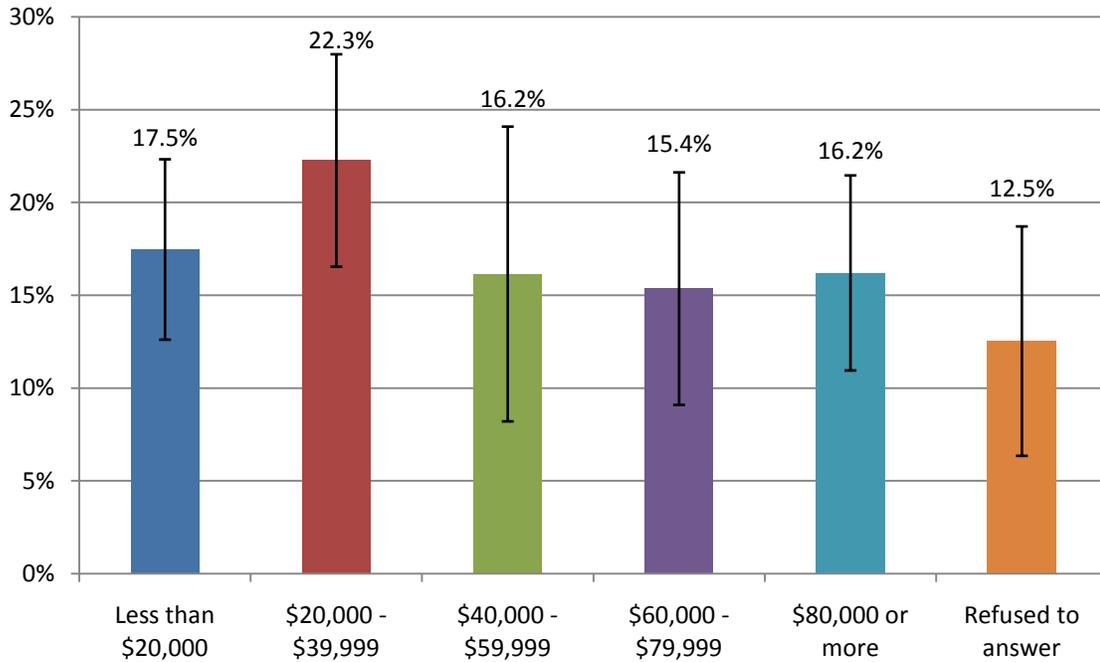
33. What is your employment status? I will read a list of choices. Let me know which ones apply to you.

45.4% stated they were retired, 45.1% stated they worked full-time, 13.8% stated they work part-time, 7.7% stated they were unemployed, 7.1% stated they were a homemaker, 4.1% stated they were self-employed, and 3.8% stated they were a student.



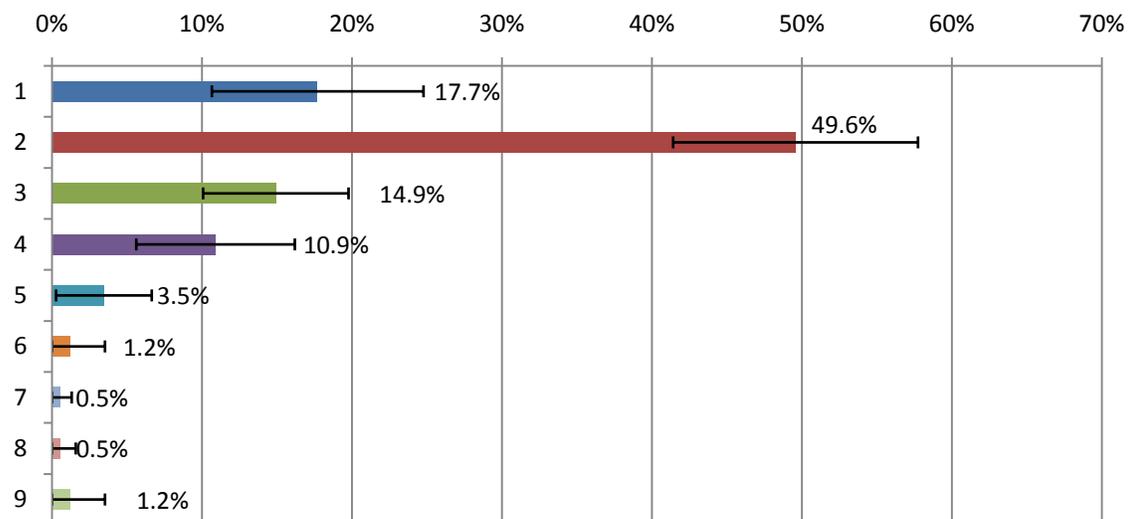
34. What was your household income in 2010, before taxes?

22.3% of those surveyed stated their household income as \$20,000 - \$39,999, 17.5% stated less than \$20,000, 16.2% stated \$40,000 - \$59,999, 16.2% stated \$80,000 or more, 15.4% stated \$60,000 - \$79,999 and 12.5% refused to answer.



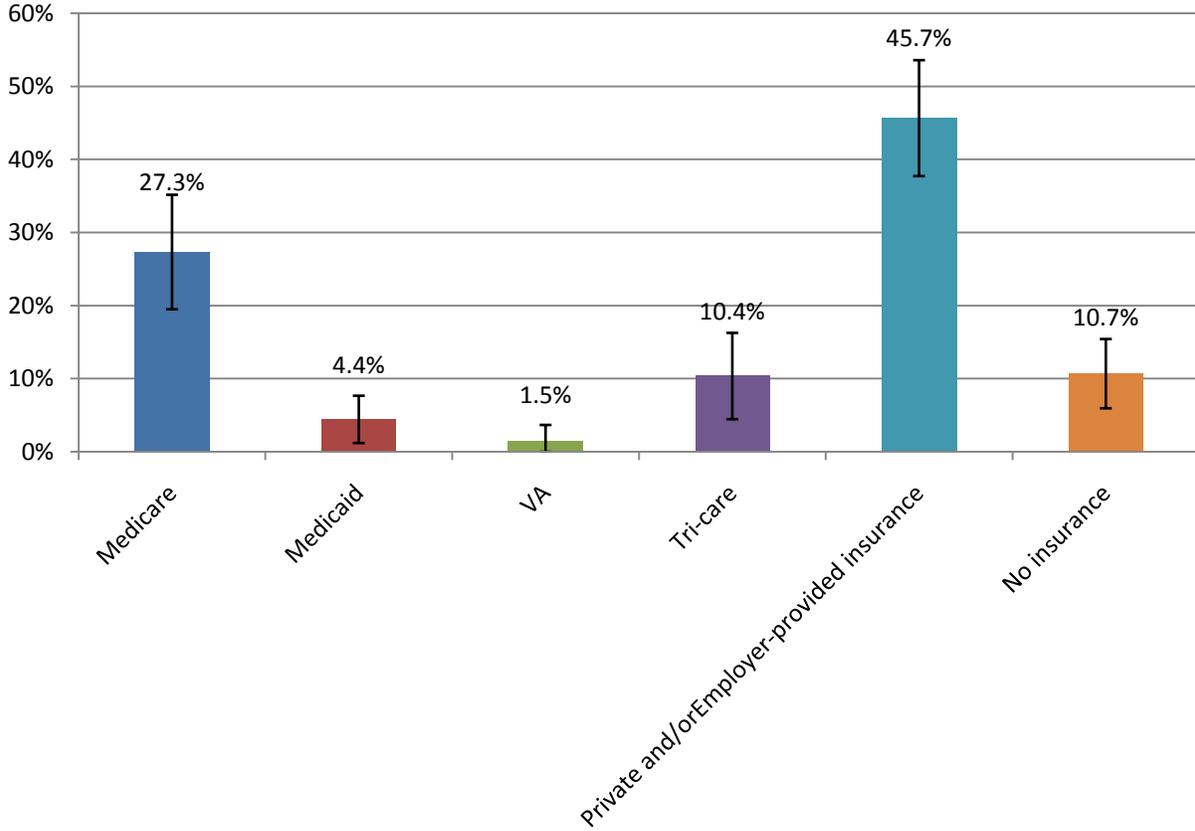
35. How many people does this income support? _____

49.6% of those surveyed stated the household income supported 2 people, 17.7% stated one person, 14.9% stated 3 people, 10.8% stated 4 people, 3.5% stated 5 people, and 3.4% stated the income supported 6 or more people.



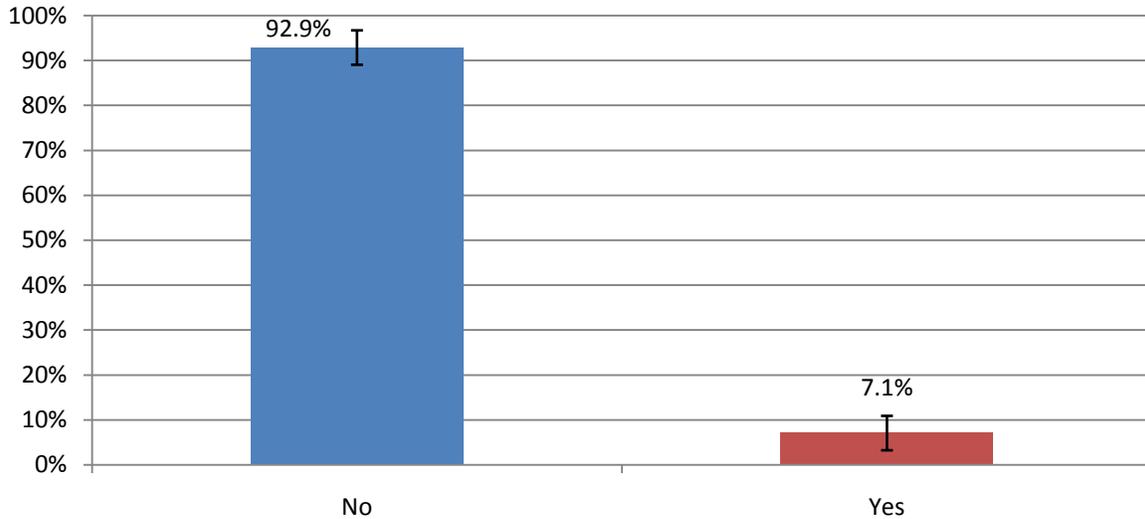
36. What type of health insurance do you have?

45.7% of those surveyed stated they had employer-provided insurance, 27.3% stated Medicare, 10.7% stated they had no insurance, 10.4% stated Tri-Care, 4.4% stated Medicaid, and 1.5% stated VA.



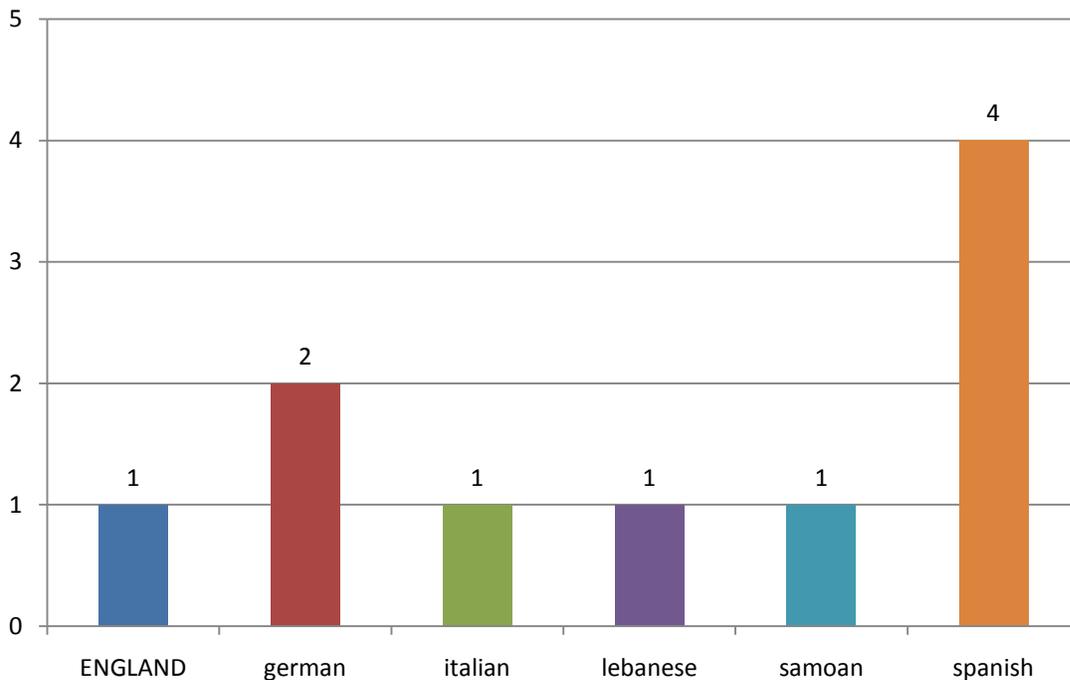
37. Do you speak a language other than English at home?

92.9% of those surveyed stated they do not speak a language other than English at home and 7.1% stated they did.



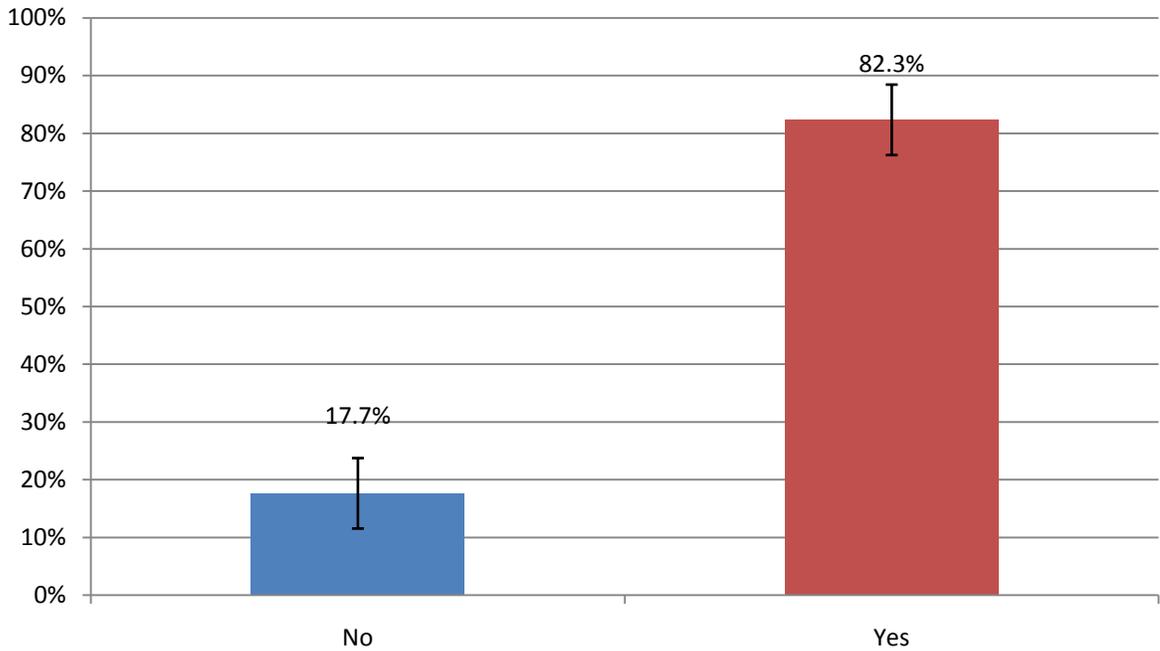
If yes, what language do you speak at home?

4 of those surveyed who stated that they speak a language other than English at home further stated that the language was Spanish, 2 stated German, and 1 each stated English, Italian, Lebanese, and Samoan.



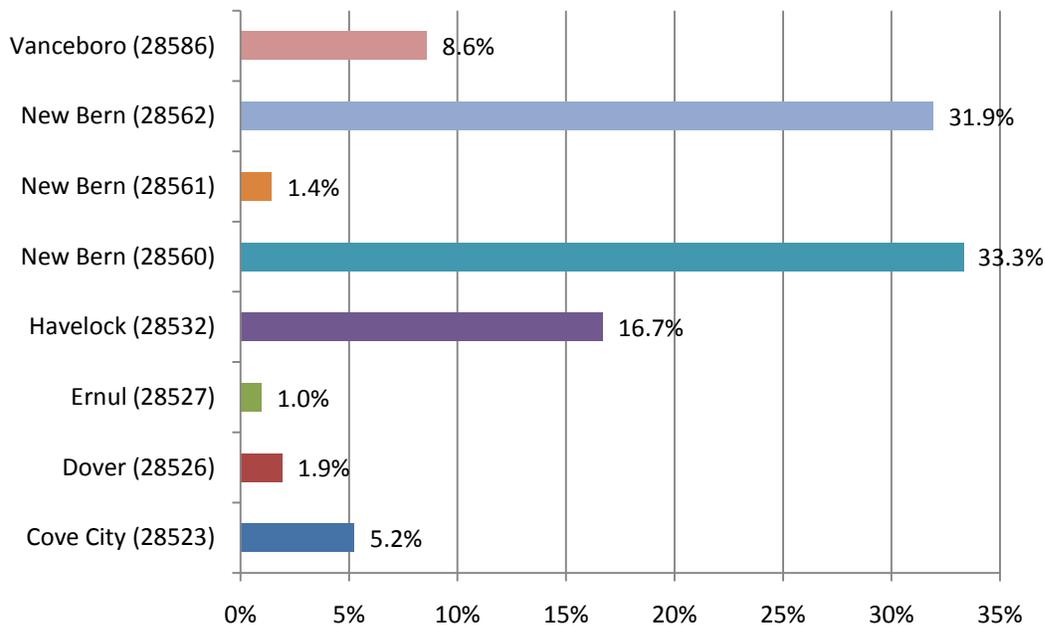
38. Do you have access to the Internet?

82.3% stated they have access to the Internet and 17.7% stated they did not have access to the Internet.



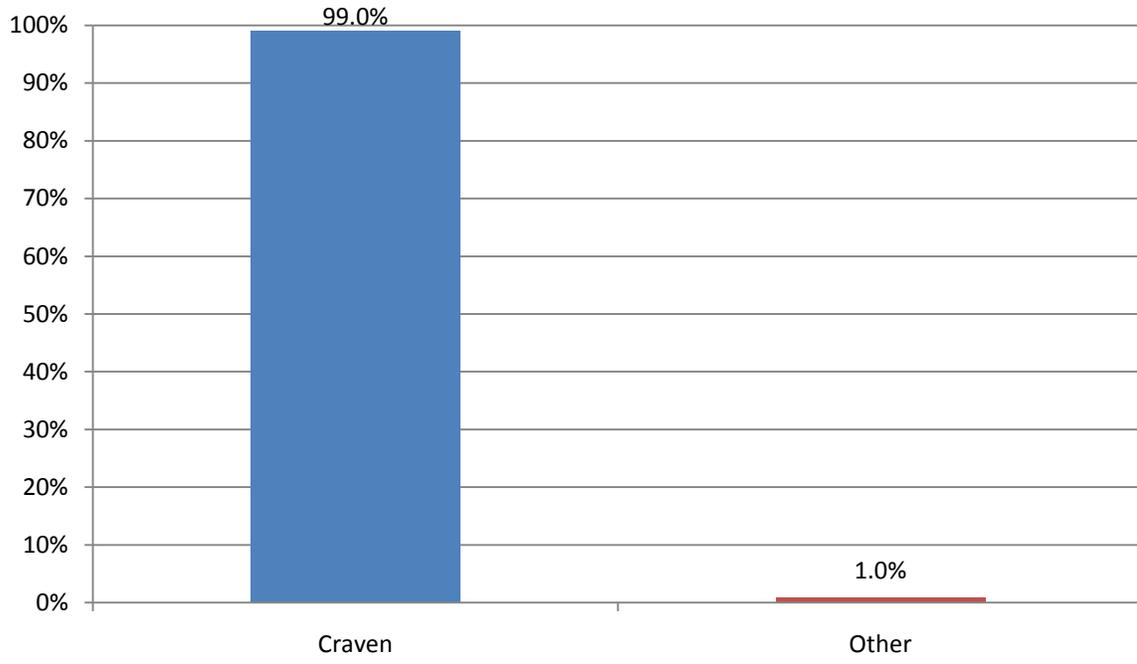
39. What is your zip code? (Write only the first 5 digits). (This chart is a percentage. Weighting was not used)

66.6% stated their zip code is associated with New Bern, 16.7% stated Havelock, 8.6% stated Vanceboro, 5.2% Cove City, 1.9% Dover and 1.0% Ernul.



40. What is your county of residence?

9.0% of those surveyed who stated their county of residence is Craven and 1.0% stated other.



With only 191 responses, the web-based survey did not get enough responses to be considered statistically significant. However, because the door-to-door survey was skewed towards older and retired citizens, we have evaluated the results of the web-based survey to help gain further insight. Although the web-based survey was skewed towards Caucasian females ages 45-54, the most popular answers are often similar. The summary of both surveys are presented side-by-side below. The door-to-door survey is labeled DD and highlighted in turquoise and the web-based survey is labeled WB and highlighted in bright green.

PART 1: Quality of Life Statements Statements	Choose a number for each statement below.				
	Strongly Disagree	Disagree	Neutral	Strongly Agree	Agree
1. How do you feel about this statement, “There is a good healthcare system in Craven County”? Consider the cost and quality, number of options, and availability of healthcare in Craven County.	DD 1.8 WB 5.2	3.7 13.6	21.1 24.6	54.2 24.6	19.2 8.9
2. How do you feel about this statement, “Craven County is a good place to raise children”? Consider the quality and safety of schools and child care programs, after school programs, and places to play in this county.	DD 0.3 WB 2.6	2.6 12.0	15.8 23.0	55.3 49.2	26.0 13.1
3. How do you feel about this statement, “Craven County is a good place to grow old”? Consider our county’s elder-friendly housing, transportation to medical services, recreation, and services for the elderly.	DD 1.5 WB 1.6	6.5 10.5	5.9 19.9	55.6 51.8	30.5 16.2
4. How do you feel about this statement, “There is plenty of economic opportunity in Craven County”? Consider the number and quality of jobs, job training/higher education opportunities, and availability of affordable housing in Craven County.	DD 10.1 WB 15.2	33.4 36.1	23.3 29.8	30.0 17.3	2.6 1.6
5. How do you feel about this statement, “Craven County is a safe place to live”? Consider how safe you feel at home, in the workplace, in schools, at playgrounds, parks, and shopping centers in Craven County.	DD 0 WB 1.0	5.1 4.2	14.9 19.4	63.3 63.4	16.6 12.0
6. How do you feel about this statement, “There is plenty of help for individuals and families during times of need in Craven County”? Consider social support in Craven County: neighbors, support groups, faith community outreach, community organizations, and emergency monetary assistance.	DD 5.2 WB 4.2	8.7 12.0	24.8 32.5	51.0 42.9	10.3 8.4
7. How do you feel about this statement, “Craven County has programs in place to protect the natural resources and environment”? Consider wastewater treatment, water treatment, solid waste,	DD 2.9 WB 2.6	6.0 6.3	29.0 36.1	52.1 49.2	10.0 5.8

air, etc.	
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PART 2: Community Problems and Issues

7. These next questions are about health problems that have the largest impact on the community as a whole. Please look at this list of health problems. I would like for you to pick the most important health problems in Craven County. You can choose up to 5. Remember this is your opinion and your choices will not be linked to you in any way. If you do not see a health problem you consider one of the most important, please let me know and I will add it in. I can also read these out loud as you think about them.

12.1/44.9% Heart disease/heart attacks (high blood pressure, other risk factors)

11.7/29.0% Diabetes

11.6/64.2% Obesity/overweight

10.5/15.9% Cancer

7.3/26.7% Aging problems (Alzheimer's, arthritis, hearing or vision loss, etc.)

5.8/35.2% Mental health (depression, schizophrenia, suicide etc.)

2.2/31.3% Access to Health Care

5.4/30.1% Teenage pregnancy

Unhealthy Behaviors

8. These next questions are about unhealthy behaviors that some individuals do that have the largest impact on the community as a whole. Please look at this list of unhealthy behaviors. Pick top unhealthy behaviors in Craven County. Please choose up to 5. Remember this is your opinion and your choices will not be linked to you in any way. If you do not see an unhealthy behavior that you consider one of the most important, please let me know and I will add it in. I can also read these out loud as you think about them.

11.4/51.7% Texting /Cell Phone use while driving

11.3/52.3% Lack of exercise

8.5/48.9% Poor eating habits

8.5/50.0% Smoking/tobacco use

8.1/7.5% Having unsafe sex

7.4/77.0% Not going to the doctor for yearly check-ups and screenings

Community Issues

9. These next questions are about community-wide issues that have the largest impact on the overall quality of life in Craven County. Please look at this list of community issues. Pick the community issues that have the greatest effect on quality of life in Craven County. Please choose up to 5. Remember this is your opinion and your choices will not be linked to you in any way. If you do not see a community problem you consider one of the most important, please let me know and I will add it in. I can also read these out loud as you think about them.

- 10.4/15.9% Dropping out of school
- 9.8/25.6% Lack of/inadequate health insurance
- 8.5/39.2% Low income/poverty
- 8.5/36.4% Unemployment / under employed
- 5.5/21.6% Affordability/availability of housing
- 3.4/31.8% Affordability/availability of health services
- 5.3/31.8% Availability of positive teen activities
- 4.1/31.3% Lack of transportation options

PART 3: Personal Health

Now I am going to ask you some questions about your own personal health. Remember, the answers you give for this survey will not be linked to you in any way.

10. How would you rate your own health? Please choose only one of the following:
49.2/60.3% Healthy
11. Where do you get most of your health-related information or advice about your health? Please choose only one.
77.4/58.0% Doctor/nurse/pharmacist
12. Where do you go most often when you are sick?
78.6/61.5% Doctor's office
13. In the past 12 months, did you ever have a problem getting the health care, including home health services, nursing home, assisted living, you needed from any type of health care provider or facility?
95.0/86.2% No
14. Since you said "yes", which of these problems did you have? You can choose as many of these as you need to. If there was a problem you had that we do not have here, please tell us and I will write it in.
3.5/16.7% I didn't have health insurance
1.6/29.2% I couldn't get an appointment
15. In the past 12 months, did you have a problem filling a medically necessary prescription?

- 94.1/85.1% No
16. Since you said “yes”, which of these problems did you have? You can choose as many of these as you need to. If there was a problem you had that we do not have here, please tell us and I will write it in.
2.5/32.0% My insurance didn’t cover what I needed.
0.9/48.0% My share of the cost (deductible/co-pay) was too high.
17. Was there a time during the past 12 months when you needed to get dental care, but could not?
89.4/82.8% No
18. Since you said “yes”, why could you not get dental care? You can choose as many of these as you need to. If there was a problem you had that we do not have here, please tell us and I will write it in.
9.6/30.0% I didn’t have dental insurance.
2.7/53.3% I couldn’t afford the cost.
19. If a friend or family member needed counseling or treatment for a mental health or a drug/alcohol abuse problem, from whom would you tell them to seek care?
24.7/49.1% Private counselor or therapist
32.2/11.1% Don’t know
20. Are you exposed to secondhand smoke in any of the following places (*Check all that apply*)
74.2/62.0% I am not exposed to secondhand smoke.
21. Do you currently smoke?
78.9/86.5% No
22. If yes, where would you go for help if you wanted to quit?
9.7/26.1% Doctor
7.9/30.4% Not applicable; I don’t want to quit

Part 4. Emergency Preparedness

23. Does your household have a Family Emergency Plan?
55.1/49.1% Yes 44.9/50.9% No
24. What kind of Family Emergency Plans(s) does your household have?
50.1/81.9% Fire
25. Does your family have a basic emergency supply kit, including first aid kit, food and water? If yes, how many for days do you have supplies?
31.5/42.7% No
26. Are there any members of your family with special needs that would need additional assistance in the event of an emergency or evacuation?
85.7/90.1% No
What is the nature of their special needs:
77.5/47.1% Health – (infirm, durable medical goods, etc.)
27. In the event of an emergency evacuation, would you evacuate?

90.9/88.9% Yes

28. Where would you go?
55.7/61.8% Family / friend

Part 5. Demographic Questions

The next set of questions are general questions about you, which will only be reported as a summary of all answers given by survey participants. Your answers will remain anonymous.

10. What is your age range?
15.2/27.2% 45-54
15.3/35.5/2.4% 65 or older
28. Are You?
55.5/79.7% Female
29. Are you of Hispanic origin?
97.7/95.3% No
30. What is your race? (Please check one and choose "other" if you do not identify with only one of the categories.)
70.0/79.1/85.8% White/Caucasian
31. How much school have you completed
28.7/29.0% Some college
32. What is your job field?
10.7/33.7% Health Care
33.0/2.4% Retired
33. What is your employment status? *(Check all that apply.)*
45.1/85.1% Employed full-time
45.4/5.9% Retired
34. What was your household income in 2010, before taxes?
22.3/23.1% \$20,000 - \$39,999
16.2/31.4% \$ 80,000 or greater
35. How many people does this income support?
49.6/34.9% 2
35. What type of health insurance do you have?
45.7/50.3% Private and/or Employer-provided Insurance
36. A. Do you speak a language other than English at home?
92.9/93.5% No
37. Do you have access to the Internet?
82.3/98.8% Yes

During the next process, we will consider conducting more of the door-to-door surveys in the evening and possibly on a Saturday; or, we may contact the residents of the randomly-selected addresses by phone or mail over a pre-established period of time before giving the survey to the alternate resident. We will also attempt to increase our web-based method by distributing to businesses, churches, schools and other community venues.

Health Priorities

All of the information in this report was presented to the Community Health Assessment Task Force and the Craven County Board of Health in a Power Point presentation. Based on the information presented they were asked to choose the top three health concerns they felt should be addressed for the next three to four years by both the Health Department and our community partners.

The results are as follows:

1. Obesity
2. Heart Disease
3. Cancer

Other issues that were not selected but will be addressed with existing Health Department initiatives are:

1. Diabetes
2. Teen Pregnancy
3. Adult and Pediatric Asthma
4. Tobacco Use
5. HIV and Sexually Transmitted Infections

Populations at Risk

Minorities:

For just about every health indicator mentioned in this report the statistics for the minority population are higher than those for the white population. There are many reasons for these results; higher numbers of minorities living at or below poverty level, cultural factors and access to health care are just a few. The Craven County Health Department and its partners continue to be dedicated to closing the gap. The health department offers access to those who are unable to pay due to income, we provide interpreter services for those who are not English proficient and we also consider cultural sensitivity an important customer service. We have a strong relationship with our African American Churches and hope to expand the numbers of health promotion/health education activities offered to their memberships.

Uninsured/Underinsured:

With the current state of the economy, the cost of health care, the cost of health insurance and unemployment at very high levels the numbers of uninsured in Craven County will continue to grow over the next four years. Access to health care for this population is limited. Many are denied access due to an inability to pay a medical bill in full. Often a diagnosis is made too late; therefore, resulting in a poor prognosis. We do have the MERCI free clinic located in New Bern; however they are a nonprofit organization that depends upon donations and grant monies for survival. The Craven County Health Department recently opened an adult primary care program where services are provided on a sliding fee scale. While some progress has been made to increase access to care for this population the need is still great and there is more work to be completed.

Burmese Refugees:

The New Bern/Craven County area has become a safe haven for over 200 new Burmese refugees each year. This population often enters the country with multiple health issues and access to care is difficult. While they start out with Medicaid for the first nine months often they are left without coverage after that time period has passed. The language barrier is a huge obstacle for this population as translators are not readily available. There are cultural

factors that present a problem when attempting to teach health and wellness. Many have not had access to medical care and the concepts of our health care system are very foreign.

Summary

The community assessment process was a great collaboration of work by the Health Department and many of our community partners. The surveys also served as an excellent exercise to improve our skills with the incident command process. The use of GIS technology to randomly select and identify households for our door to door surveys has proved itself a very valuable tool.

Since our last community assessment in 2007 Craven County showed improvements in Heart Disease with a decrease from 219.1 per 100,000 to 178.5 per 100,000 persons in 2011. We also showed improvements in Teen pregnancy with a decrease from 77.5 per 1,000 women in 2007 to 70.4 per 1,000 women in 2011. In addition we saw a decrease in infant mortality rates from 9.5 per 1,000 live births to 7.0 per 1,000 live births in 2011.

Although we have shown improvements in some areas there are others that will need continued work. Our rates of obesity continue to rise both at the local level and nationally. Cancer continues to be our leading cause of death with little change in our rates over the last five years.

We completed both an on-line survey and a door to door survey this year to ask our residents what they felt where the most important health issues we should be addressing. The results from each were slightly different. The age range of our door to door survey was skewed to the over 65 population with 35% of respondents falling into that age category. The on-line survey was skewed to the 45-54 age range and 85% of those respondents were Caucasian. The door to door survey respondents chose heart disease, diabetes, obesity, cancer and aging problems as their top five health issues. The on-line survey respondents chose obesity, heart disease, mental health, access to care and teen pregnancy. All survey results and all of our county health data was presented to our community health assessment task force and to our other stakeholders. Once all of this data was carefully analyzed the groups chose the following three health issues to for our community to target over the next three years:

- Obesity
- Heart Disease
- Cancer

Now the real work begins. Many meetings will take place over the next few months with our community partners to formulate action plans to address each of our target areas. It is important to note that while we have had four years between assessments in the past we will now be working on a three year cycle. Each year in December the Health Department will put together a State of the County Health report to let our citizens know where we are with our health data and what progress we have made toward our action plans. In 2014 we will once again complete the full assessment and will welcome CarolinaEast Medical Center as a major partner in this very important process.

Through strong community partnerships a strategic plan will be formulated based on these issues and an effort will be made to address each priority with at least one initiative in the next three to four years. The issues identified in this report will serve as a

guide for the future course of the Craven County Health Department and our community partners.

A special thanks goes out to all of those groups and individuals whose team efforts made this document a successful report.

References

- Behavioral Risk Factor Surveillance System (BRFSS); 2010; <http://www.cdc.gov/brfss>
- Chamber of Commerce, New Bern, NC; <http://www.newbernchamber.com>
- Craven County Health Department; <http://www.cravencounty.com>
- Craven County Schools; <http://schools.craven.k12.nc.us/>
- Craven County website; <http://www.cravencounty.com>
- Economic Development Commission; <http://www.craven.acn.net>
- Havelock, City of; <http://www.cityofhavelock.com>
- National Center for Health Statistics; <http://www.cdc.gov/nchc>
- National Health and Nutrition Examination Survey; <http://www.cdc.gov/nchs/nhanes.htm>
- NC Department of Commerce; <http://www.commerce.state.nc.us>
- NC Division of Tourism; <http://www.visit.nc.org>
- NC Employment Security Commission; <http://www.esc.state.nc.us>
- NC office of State Planning; <http://www.ospl.state.nc.us>
- NC State Center for Health Statistics; <http://www.schs.state.nc.us>
- NC State Bureau of Investigation; <http://sbi.jus.state.nc.us>
- New Bern, City of; <http://www.ci.new.bern.nc.us>
- UNC Sheps Center for Health Services Research; www.shepscenter.unc.edu
- US Census Bureau; <http://quickfacts.census.gov/qfd/states/37/37049.html>

Appendices

- A. Web-based survey results
- B. CarolinaEast Health System Group Practice Listing