Gaston County
Community Health Needs Assessment 2012

2012 Community Health Needs Assessment Highlights

2002-2006 Leading Causes of Death	2007-2011 Leading Causes of Death
Heart disease: 2,399 deaths	Heart disease: 2,396 deaths
All Cancers: 2,118 deaths	All Cancers: 2,189 deaths
Chronic lower respiratory disease: 614 deaths	Chronic lower respiratory disease: 769 deaths
Stroke: 541 deaths	Stroke: 466 deaths
Unintentional injury: 350 deaths	Unintentional injury: 405 deaths

Leading Chronic Diseases	2007	2011
Heart Disease	1325.9	1461.9 (2010)
Cancer	504.3	629.9
Obesity (adults)	29.2%	31.0%
Diabetes	11.6%	11.0% (2010)

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Ranked Health Issues from Quality of Life Survey

Rank	2012	2008
1	Obesity	Obesity
2	Illegal drug use	Alcohol and substance abuse
3	Teen pregnancy	Teen pregnancy
4	Alcohol abuse	Motor vehicle accidents
5	Prescription drug use	Lack of health care for the uninsured
6	High blood pressure	High blood pressure
7	Diabetes	Mental illness, including depression
8	Heart disease	Diabetes
9	Mental health	Learning and developmental problems
10	Cancer	Cancer

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Priorities

Board of Health Priorities

CaroMont Implementation Strategy Report

* Reduce obesity

* Develop, implement, and advocate for behavioral health resources in public health initiatives

* Prevent and reduce tobacco, alcohol, and substance abuse

Reduce teen pregnancy
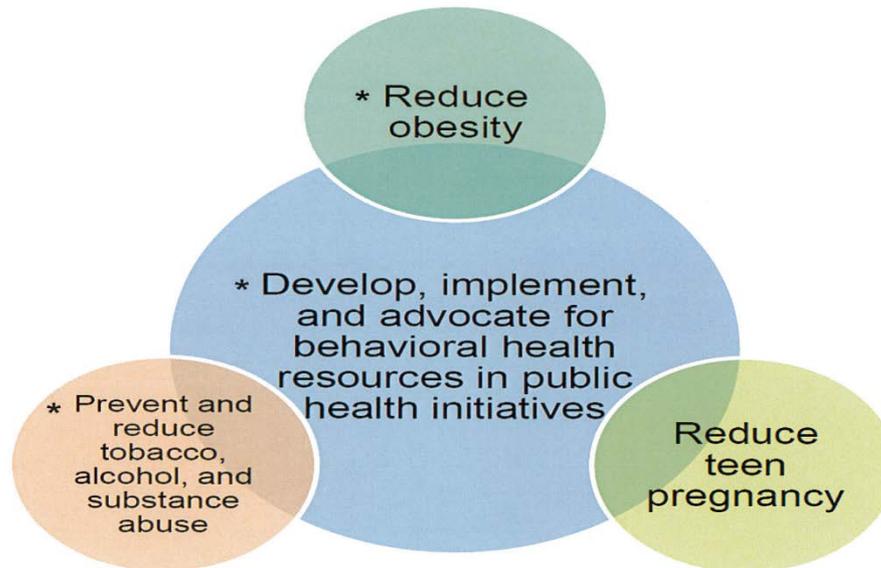
CaroMont Priorities for 2012-2015
1. Reduce the incidence of obesity by increasing programs to promote physical activity and improve nutritional practices.
2. Prevent and reduce the incidence of tobacco use.
3. Develop, implement and advocate for the integration of behavioral health resources into these initiatives.

CaroMont Health's Strategic Plan

Community Pillar

Strategic Objective:
Working with the Gaston Community Healthcare Commission to decrease the incidence of obesity in Gaston County.

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Transition Team Members

Gaston Community Healthcare Coalition

- ➤ CaroMont Health
- ➤ Gaston County Health Department
- ➤ Gaston Family Health Services
- ➤ County Parks and Recreation
- ➤ Gaston County Cooperative Extension Service
- ➤ HealthNet Gaston
- ➤ Gaston Community Healthcare Commission
- ➤ Gaston College
- ➤ Gaston County Schools

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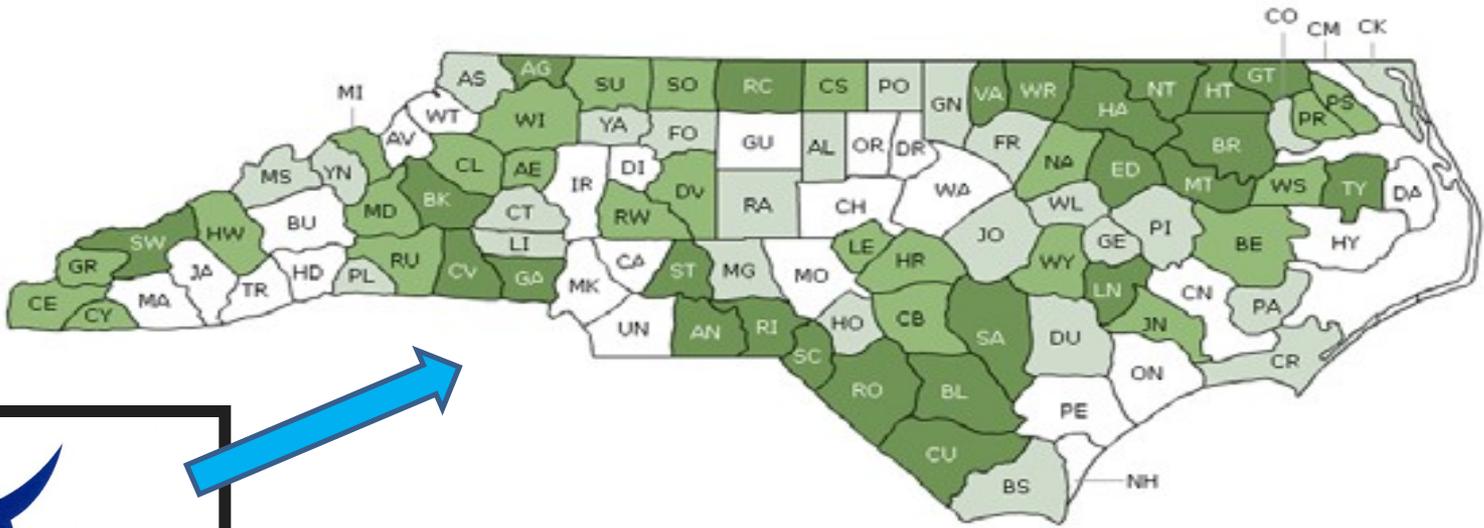
Rank	1-25	26-50	51-75	76-100	Not ranked (NR)

TO WIN, WE HAVE TO LOSE.
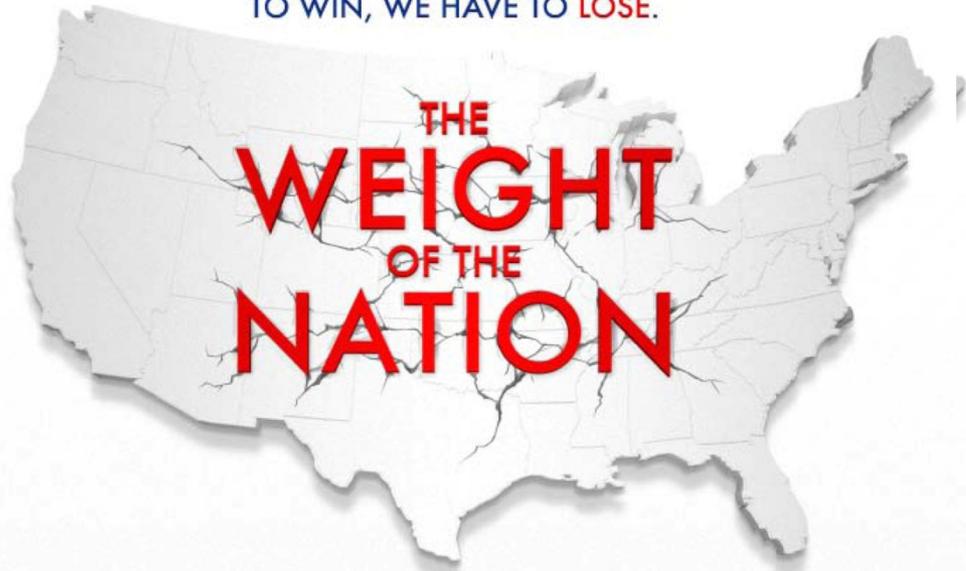
CONFRONTING AMERICA'S OBESITY EPIDEMIC.

Proposed Operational Flow-Chart

Proposed Operational Flow – Chart
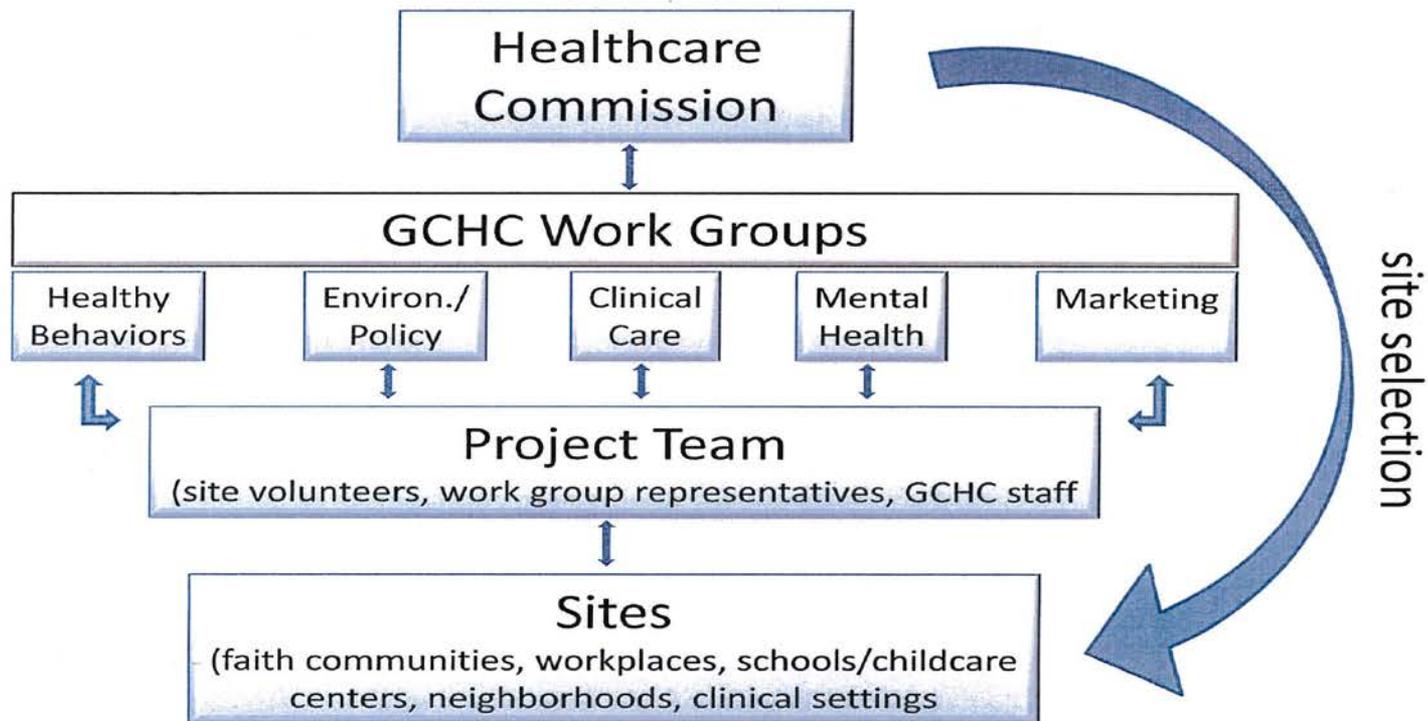
The GCHC Mission is to decrease incidence of obesity in Gaston County. Below is a breakout of the five work groups and their roles.

	Healthy Behaviors	Public Environment & Policy	Clinical Care	Mental/Emotional Health	Marketing
Mission/Purpose	Develop and implement programs to help target populations increase their physical activity and improve their nutritional practices.	Enhance community and organizational infrastructure and policies to improve food choices and opportunities for physical activity	Enhance health professional's awareness and skills to promote healthy behaviors.	Increase target populations' access to mental, emotional and spiritual health resources in support of increased physical activity and healthy eating.	Assist other workgroups in communicating fitness and nutrition messages to project sites and the general public.
Ten Year Vision	Gaston County is a community where residents of all ages are engaged in regular physical activity and healthy nutritional practices. Ours is a community where individuals have the opportunity to bike to work, children walk to school, families jog on our greenways, and older residents participate in the Gaston Senior Games. Employers offer wellness programs. Students, families, and seniors have the opportunity to grow their own fresh vegetables, have easy access to locally grown produce and cook healthy meals together. Workplaces, schools, and faith communities are places where healthy eating and physical activity are the norm.				
County Health Ranking measures	Obesity rate Physical inactivity Smoking rate (as control)	Limited access to healthy foods. Access to recreational facilities. Number of fast food restaurants.	Diabetic screening	Poor mental health days Poor physical health days	
Weight of the Nation Strategies	Provide and support programs designed to increase physical activity and healthy eating. Promote practices to reduce overconsumption of sugar-sweetened foods and beverages Increase the availability of lower-calorie and healthier food and beverage options	Enhance the physical and built environment by building new bike lanes, sidewalks, and greenways Institutions establish policies that facilitate healthy choices, vending options, safer recreational environments, smoking restrictions, promoting healthy food and beverage retailing and distribution practices	Healthcare professionals encourage: · active living and healthy eating · healthy weight gain during pregnancy · promote breastfeeding and breastfeeding-friendly environments Ensure coverage of, access to, and incentives for routine obesity prevention, screening, diagnostics and treatment.	Select and implement programs that integrate mental/ emotional health in treating and preventing obesity	Encourage retailers to promote healthy foods and beverages Conduct a community campaign on the need for regular physical activity and good nutritional practices Conduct a targeted social marketing program on physical activity and healthy nutrition
Possible process measures	• number engaging in exercise • number participating in nutrition classes • Number that show sustained behavior change in 6 to 12 month f/u	• Increased access to fresh fruits and vegetables • Increased public access to areas where physical activity can take place. • Pre and post activity survey re: food choices	• Number of participating health professionals agencies • Improvement between pre- and post-activity measurements	• Decrease in number of poor mental health days • Pre and Post activity measure of mood • Measures that speak to improved fitness and nutrition because of resolved emotional issues?	• Recall of messages by community. • Program participation by target audiences/settings • Receptiveness to be an audience/setting

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Next Steps

Populate and engage work groups

Pilot site

Obtain funding sources

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