## HNC 2030 Scorecard: Cleveland County

The Cleveland County Health Department is excited to share the **Healthy NC 2030 Scorecard for Cleveland County**. This Community



# CLEVELAND COUNTY PUBLIC HEALTH CENTER

Health Improvement Scorecard is an easy way to learn about some

of the efforts currently underway in Cleveland County to address two health priorities identified in the 2019 Cleveland County Community Health Assessment (CHA):

- Tobacco
- Teen Births

While our community has been adversely impacted by the COVID-19 pandemic since March 2020, Cleveland County and our community partners are united in our efforts to support community health improvements to address these priorities. This Scorecard also serves as **Cleveland** *County's* **Community** *Health Improvement Plans* (*CHIPs*), fulfilling the NC Local Health Department Accreditation requirement that local health departments submit two CHIPs following the CHA submission.

For each priority, this Scorecard spotlights:

- A Result Statement, a picture of where we would like to be,
- Important local Indicators or measures of how we are doing linked to Healthy NC2030 indicators and
- Select Programs or activities and
- Key Performance Measures that show how those programs are making an impact.

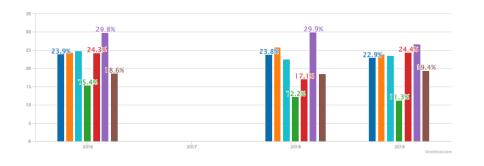
The Scorecard also contains the annual Cleveland County State of the County Health reports (SOTCH).

**Instructions:** Click anywhere on the scorecard to learn more about programs and partners that are working together to improve the health of Cleveland County. The letters below represent key components of the Scorecard.

Results	R
Indicators	
Programs	P
Performance Measures	PM

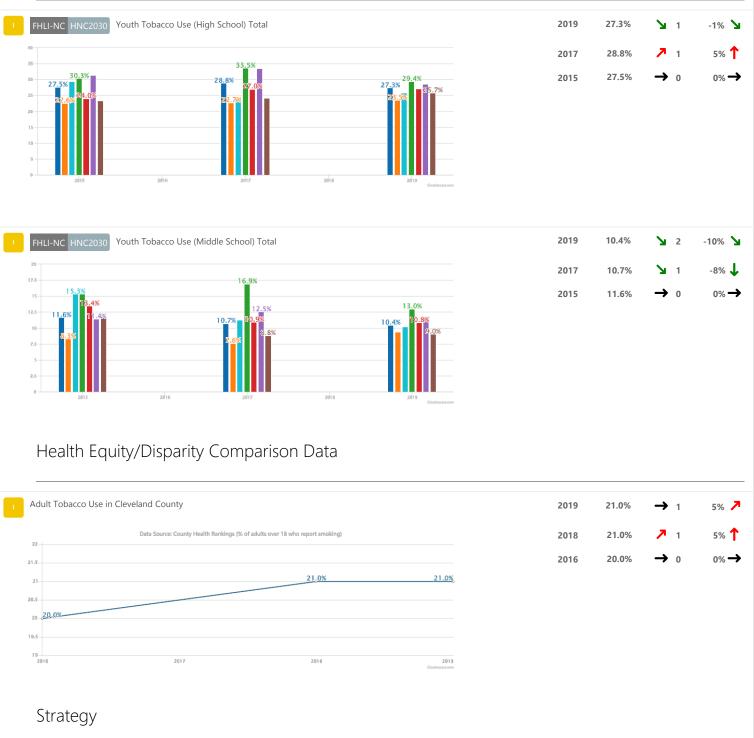
Use the 💿 icons to expand items and the 📄 icons to read more. This scorecard is not intended to be a complete list of all the programs and partners who are working on these issues in Cleveland County.







## Health Equity/Disparity Comparison Data



• Develop, implement and maintain a comprehensive tobacco messaging program directed to adults using a variety of media including evidence-based options specifically developed for target populations.

- Facilitate delivery of multiple options for tobacco cessation programming for county residents including but not limited to pharmacotherapy, counseling, group cessation classes and telephone and text-based messaging formats.
- Develop, implement and maintain episodic programming to target populations including educational materials and classes, health fairs and special events.

#### Partners

- Cleveland County Public Health Center Staff both clinical and health education
- Public Health Board of Cleveland County
- Substance Abuse Prevention Coalition
- Cleveland County Chamber
- Atrium Health
- Centers for Disease Control and Prevention
- North Carolina Tobacco Prevention Control Branch
- Alliance for Health Board of Directors

## Story Behind the Curve

Tobacco use among adults continues to be a contributing factor in the overall health of residents of Cleveland County. 17.9% of adults in North Carolina smoke while the national average is 15.5%. Data from the 2019 County Health Rankings indicated that 21% of adults over 25 in the county smoked while Atrium Health reported 20.6% of its patients in the county smoked. Among participants in the 2019 community health survey, 88.11% reported that they did not use tobacco in any form. When tobacco users were asked if they wanted to quit smoking, 16.25% indicated that they did not want to quit. Only two of the focus group participants reported tobacco use with one responding they could "quit on their own" and one indicating no desire to quit.

## What Works

Comprehensive education/information campaigns using multiple media in conjunction with a continuum of cessation programming works to reduce tobacco use among adults. Prior to the COVID-19 pandemic, the Cleveland County Public Health Center and the Alliance for Health in Cleveland County partnered with Atrium Health to expand tobacco cessation services through physician practices and public health providers. Cleveland County is one of two counties selected by Atrium HealthCare to participate in this initiative primarily due to the rate of lung cancer in the county, which is higher than the state rate. The system-wide initiative proposed training mid-level providers, nurses, social workers, respiratory therapists and health educators in "first-line" treatment of nicotine dependence using assessment, one-on-one and group counseling and pharmacology options to reduce the percentage of county residents using tobacco in any form. The initiative has been paused in response to the pandemic while tobacco messaging in limited form has continued to targeted populations.

% increase in governmental entities instituting comprehensive tobacco free policies

## Strategy

- As a first step, increase the number of governmental units adopting written policies to assure that buildings, vehicles, grounds, government-owned parks, recreation areas and public places are smoke-free.
- As a second step, increase the number of governmental units adopting written policies to assure that buildings, vehicles, grounds, government-owned parks, recreation areas and public places are tobacco-free.
- Assure that smoke-free or tobacco-free policies include e-cigarettes and other electronic products in their definition of tobacco products.
- Support the Tobacco 21 campaign to increase the minimum legal tobacco age to purchase and/or publicly consume tobacco products to age 21 years.

#### Partners

- All units of government in Cleveland County.
- Cleveland County Public Health Center staff, administrative and health education
- Public Health Board of Cleveland County

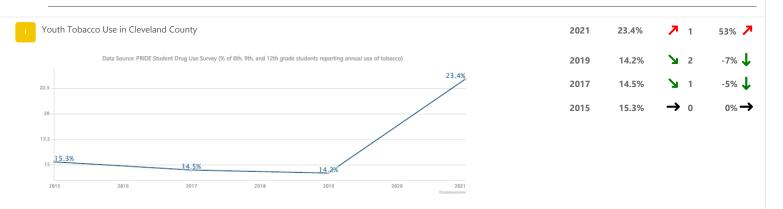
- Cleveland County Schools
- Cleveland Community College
- Gardner-Webb University
- Alliance for Health Board of Directors
- Substance Abuse Prevention Coalition
- Atrium Health
- North Carolina Tobacco Prevention and Control Branch
- Centers for Disease Control and Prevention

## Story Behind the Curve

The Cleveland County Public Health Center initially led the initiative to move to 100% smoke-free buildings and grounds early in the 21st century and worked with Cleveland County Schools, Gardner-Webb University and Cleveland Community College to institute similar policies on their campuses. In 2005, The Cleveland County Public Health Center campus became tobacco-free with a written policy adopted in July of that year. According to recent data from the NC Tobacco Prevention and Control Branch, Cleveland County government has written regulations for smoke-free county buildings. Among the fifteen municipalities in the county, the town of Earl has written regulations for buildings, the town of Grover has written regulations for vehicles, the city of Kings Mountain has written regulations for government owned parks and recreation areas and the city of Shelby has written regulations for buildings and vehicles. These regulations apply to smoke-free policies, not entirely tobacco-free policies. CCPHC staff hosted a meeting in February 2020 with town managers, mayors, and council members of the municipalities to encourage development of written policies. While this process was put on hold due to concerns with the COVID-19 pandemic, staff members continue to work with Region 4 Tobacco Leadership Forum to develop and advocate for policy changes regarding smoke-free and tobacco-free environments.

#### What Works

Cleveland County Public Health Center staff intend to continue work on policy development and messaging as well as linking resources for tobacco cessation to support governmental entities in moving toward tobacco-free environments. Comprehensive tobacco-free policies by governmental entities can model policy development for business and industry and potentially impact the health of residents in a positive direction.



### Strategy

- Deliver tobacco prevention programs, in person or virtually, to students enrolled in Cleveland County Schools.
- Deliver a range of early intervention/diversion programs either in person or virtually to students enrolled in Cleveland County Schools who have violated tobacco-free policies established by the school system.
- Develop, implement and maintain a comprehensive tobacco messaging program director to youth using a vairety of media including evidence-based options specifically developed for the younger population.
- Work with school nurses to refer students to age-appropriate tobacco cessation programming offered by physician practices and/or public health providers to reduce nicotine dependence.
- Develop, implement and maintain episodic programming to targeted youth populations including educational materials, health fairs and special events.

Partners

- Cleveland County Public Health Center staff, especially health education and school health
- Cleveland County Schools-faculty, staff, and administration
- Cleveland County Schools-students, parents, guardians
- Substance Abuse Prevention Coalition
- Public Health Board of Cleveland County
- North Carolina Tobacco Prevention Control Branch
- Alliance for Health Board of Directors
- Partners Behavioral Health MCO
- Drug Free Communities Grant Program-SAMHSA
- Atrium Health

## Story Behind the Curve

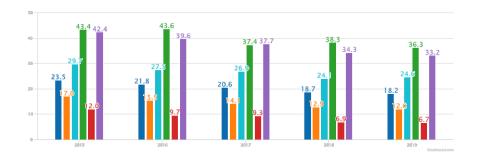
The Cleveland County Public Health Center has a long history of providing education/intervention programming to reduce the effects of alcohol, tobacco and other drug use in Cleveland County. On July 1, 2001, CODAP (Community Organization for Drug Abuse Prevention) became a part of the health education/health promotion unit of Cleveland County Health Department as the request of the United Way of Cleveland County. Former CODAP staff members who qualified as health educators continued to provide education/prevention and early intervention services to students in Cleveland County Schools under the direction of CCHD administrators. Community Health Assessments in 2007, 2011 and 2015 identified substance abuse- including tobacco- as a health priority to be addressed through continuing education/intervention programs with Cleveland County Schools as a major partner in this effort. The Substance Abuse Prevention Coalition (SAPC) has grown since inception in 2008 as a community-based coalition working to reduce youth substance abuse in the county and has provided support for state- and federally-funded grant opportunities. Two state-funded grants, the Strategic Prevention Framework-Partnership for Success and the Substance Abuse Prevention and Treatment Block Grant, focus on substance use (including tobacco) among youth and provide support for classroom-based programs as well as youth-centered activities. The federally-funded Drug Free Communities (DFC) grant was first awarded in 2015 to strengthen collaboration among community entities and to reduce youth substance abuse and misuse. This grant, renewed in 2020, also supports delivery of the PRIDE Student Drug Use Survey every two years to gather information about trends in substance abuse among youth in the county. CCPHC staff and SAPC members review and analyze this data to identify growing trends (for example, vaping and the use of electronic devices) and to develop and provide evidence-based programming to address these issues.

#### What Works

Comprehensive programming works in addressing tobacco use among youth. The Department of Public Instruction and the North Carolina Tobacco Prevention and Control Branch promote measures to help students, parents and school personnel recognize youth tobacco use, especially e-cigarette use, as an addiction and to support evidencebased prevention programs as well as tobacco treatment programs to address nicotine dependence. The Cleveland County Public Health Center supports an array of focused programming to address tobacco use of traditional combustible tobacco products as well as the use of electronic tobacco devices for vaping. Too Good For Drugs is an evidence-based comprehensive substance abuse prevention curriculum offered in the middle schools and focuses on a variety of substances including tobacco as well as teaching refusal skills to students. CATCH My Breath is an evidence-based tobacco prevention curriculum that addresses middle and high school use of e-cigarettes. Fifty-six schools in North Carolina have implemented this curriculum and have served more than 17,000 students since 2017. CCPHC staff members are trained to deliver the program and are also trained to train other school staff in appropriate delivery of this age-appropriate curriculum. The original student diversion program designed to reduce out-ofschool suspensions for violation of substance abuse (including tobacco) policies was called SOBIR- Student Options Begin with Intervention and Referral. Using the nationallynormed Substance Abuse Subtle Screening Inventory (SASSI) assessment to evaluate the potential for chemical dependence, health educators worked with students and parents/guardians in a four-session sequence of encounters to build a knowledge base with participants about the present and future implications of continued abuse of a targeted substance. This diversion program cut out-of-school suspension from ten days to five and allowed students an early return to their academic schedule. During 2020, the SOBIR program was re-evaluated using the Results-Based Accountability matrix and has evolved in the SOAR (Student Options and Redirection) program using the same four-session sequence but allowing for a more targeted educational intervention for each participant. Currently options for virtual programming using programs such as ASPIRE are being piloted in Cleveland County middle and high schools to respond to requests for programs that may be delivered to individual students remanded to inschool suspension for tobacco policy violations.

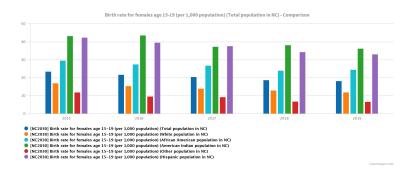
Р	Too Good for Drugs	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
РМ	# of schools using Too Good for Drugs in 7th grade	2021	5	→ 0	0% →

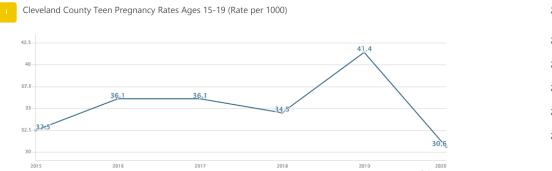




2018	18.7	У 3	-20% 🗸
2017	20.6	<b>a</b> 2	-12% 🗸
2016	21.8	1 لا	-7% 🗸
2015	23.5	→ 0	0%→

## Health Equity/Disparity Comparison Data





-6% 🎽	1 لا	30.6	2020
27% 🕇	7 1	41.4	2019
6% 🕇	<b>1</b>	34.5	2018
11% 🕇	→ 1	36.1	2017
11% 🕇	7 1	36.1	2016
0%→	→ 0	32.5	2015

## Strategy

- Maintain/enhance the delivery of medically accurate, culturally appropriate comprehensive reproductive health and safety educational programs delivered to students with parental permissionn in Cleveland County Schools.
- Identify and engage in opportunities to deliver reproductive health and safety education to youth and young adults in traditional and non-traditional settings in Cleveland County.
- Maintain and enhance the work of the Teen Pregnancy Prevention Coalition to address the teen pregnancy rate, the teen birth rate and the need for healthy birth outcomes among residents of Cleveland County.
- Maintain and enhance the work of the Strong Teens Youth Council to engage youth and parents/guardians in messaging about reproductive health issues.
- Design and deliver a community messaging campaign regarding teen preganncy and teen births using multiple media formats.

#### Partners

• Cleveland County Public Health Center staff, especially health educators certified in curriculum delivery, school health and family planning staff.

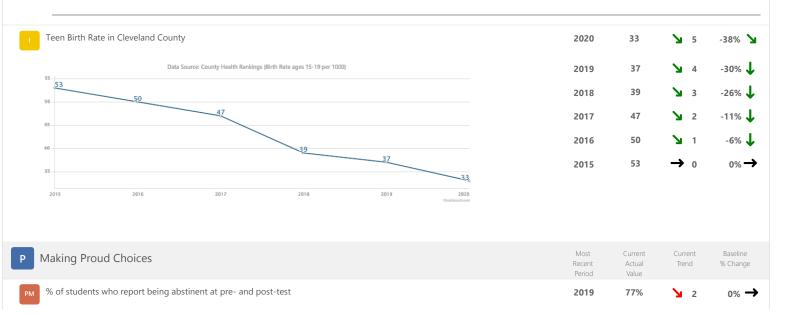
- Public Health Board of Cleveland County
- Cleveland County Schools-faculty and administration
- Teen Pregnancy Prevention Coalition members
- Minority Health Council
- Alliance for Health Board of Directors
- Community stakeholders in health and human service agencies
- North Carolina Teen Pregnancy Prevention Initiative staff members

## Story Behind the Curve

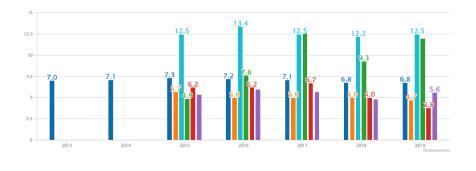
Teen pregnancies among females 15-19 years of age and teen births were first identified as health issues in Cleveland County in the 2007 Community Health Assessment. At that time the pregnancy rate for females ages 15-19 was 71.8 per 1000 females and the rate for African American teens was 108.9 per 1000 females. To respond to this the Cleveland County Health Department at that time convened a community task force to address this issue by developing a set of options for community action. In 2008 House Bill 88- the Healthy Youth Act- was introduced in the North Carolina House of Representatives requiring schools to offer comprehensive reproductive health and safety education in the public schools. Signed into law in July 2009, the act required age- appropriate reproductive health and safety education to be provided to students with parental permission and using approved evidence-based curricula. CCHD staff worked with administrators from Cleveland County Schools to select curricula for 8th and 9th grade students and to train health/physical education teachers in the delivery of the selected curriculum for each grade level. In 2015 the Cleveland County Public Health Center was awarded an Adolescent Pregnancy Prevention Program grant from the Teen Pregnancy Prevention Initiative of North Carolina to implement a comprehensive reproductive health and safety educational program for 8th and 9th grade students with parental permission. The Teen Pregnancy Prevention Coalition serves as the Community Advisory Board for this grant which was renewed in 2019 for another four years. Initially the <u>Smart Girls</u> curriculum was used for 9th grade female students with certified health educators providing classroom-based instruction. Data was collected from participating students using pre-and post-tests and during the initial four-year grant period the program met or exceeded all state data requirements. With the grant renewal in 2019 upon recommendation from the TPPI program staff, the <u>Making Proud Choices (Sth Edition</u>) curri

#### What Works

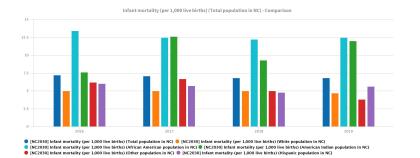
Comprehensive, medically accurate reproductive health and safety information delivered by certified health educators in single gender classes has worked to reduce both the teen pregnancy and teen birth rates in Cleveland County. The curriculum chosen for use-<u>Making Proud Choices</u>- emphasizes abstinence in each lesson as the only certain method for preventing both and unplanned pregnancy and unwanted sexually transmitted infections. Support from school and Cleveland County Public Health Center administrators is critical to successful implementation of such a comprehensive effort to address a culturally sensitive issue. Support from the Minority Health Council in presenting teen pregnancy and teen births as a total community issue is also important in engaging community institutions in frank discussions about the impact of teen pregnancy and teen births on the future of youth in the county. Continuing access to family planning clinical services works to emphasize the importance of reducing unplanned pregnancies and supporting the use of FDA-approved contraceptives for youth. Support from community stakeholders such as the individuals participating in the Teen Pregnancy Prevention Coalition underscores the need for clear, accurate messaging about teen pregnancies and teen births delivered through a variety of media to residents of the county.

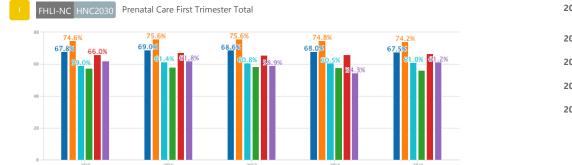






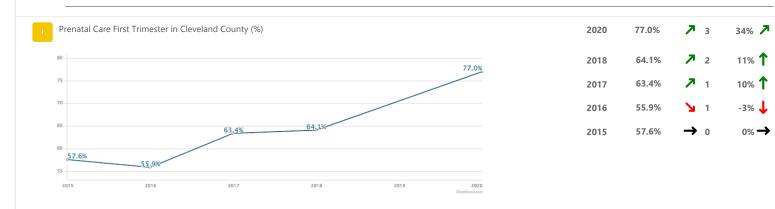
## Health Equity/Disparity Comparison Data







## Health Equity/Disparity Comparison Data



2018	6.8	у з	-3% 🗸
2017	7.1	<b>a</b> 2	1% 🕇
2016	7.2	<b>1</b>	3% 🕇
2015	7.3	7 2	4% 🕇
2014	7.1	7 1	1% 🕇
2013	7.0	<b>1</b>	0%→
2012	7.4	7 2	6% 🕇
2011	7.2	7 1	3% 🕇

- Maintain and enhance services to ensure healthy birth outcomes to individuals served by the Prenatal Clinic at the Cleveland County Public Health Center.
- Engage community stakeholders in a comprehensive media campaign to encourage early prenatal care in order to decrease the risks of low birthweight babies, premature babies and increases in infant mortality.
- Continue/enhance collaborative support for programs supporting prenatal patients and their babies such as Nurse Family Partnership and Case Management for High Risk Pregnancies program.
- Develop and deliver episodic programming in traditional and non-traditional settings to encourage early prenatal care as a means of achieving healthy birth outcomes.

#### Partners

- Cleveland County Public Health Center staff and administration
- Public Health Board of Cleveland County
- Teen Pregnancy Prevention Coalition
- Strong Teens Youth Council
- Faith Communities in Cleveland County
- Alliance for Health Board of Directors
- Minority Health Council of Cleveland County

## Story Behind the Curve

Prenatal care in Cleveland County is provided primarily by the Prenatal Clinic at the Cleveland County Public Health Center and Shelby Women's Care owned by the Atrium HealthCare System. Risk factors for births in Cleveland County have been identified and tracked using data from the County Health Books produced by the NC State Center for Health Statistics from 2015 through 2018. Among the risk factors that identified areas of concern were an increase in low birthweight babies from 8.8% in 2015 to 9.1% in 2018, an increase in mothers who had no prenatal care from 1.8% in 2015 to 2.2% in 2018, and an increase in mothers who identified as overweight and/or obese during that same time period. Total births in North Carolina from 2015-2018 reported fewer low birthweight babies, fewer mothers under 18 years of age, fewer unmarried mothers, fewer mothers who smoke and fewer mothers identified as obese. One positive factor recorded over the four-year period is the percentage of mothers in Cleveland County seeking care in the first trimester of pregnancy with 57.6% in 2015 rising to 64.1% in 2018. During this four-year period the Prenatal Clinic benefited from a Community Health Grant to support prenatal care in the first trimester through an increased collaboration with other clinical units in the CCPHC and expansion of a referral network with other health and human service agencies. Referrals to providers for tobacco assessment and treatment as well as referrals to substance abuse providers for treatment have allowed CCPHC staff to identify and address unhealthy behaviors that impact positive birth outcomes. Linking patients to in-house services such as WIC and family planning for pregnancy test and during the postpartum period have also contributed to healthier birth outcomes.

## What Works

A comprehensive array of services provided for prenatal patients using culturally and age-appropriate materials and methods enhances the potential for healthy birth outcomes. Encouraging early prenatal care by immediately referring individuals with positive pregnancy tests to the Prenatal Clinic has ensured that patients begin to receive education and support as well as clinical services early in the pregnancy. Additional programming through prenatal education classes, referrals to WIC services, infant care and feeding classes and case management support for assistance in identifying and resolving basic needs such as food access, housing, education and family support contribute to the potential for healthy birth outcomes. Programs such as the Nurse Family Partnership with its intensive services provided to first-time, low-income mothers and the Case Management for High Risk Pregnancies identify and address needs early in the pregnancy and provide supportive services to mothers after the birth of their babies.

Infant Mortality in Cleveland County (rate per 1000 live births)

2020 4.6

4

-45%



S 2020 SOTCH	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
S 2021 SOTCH	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change