

PREVENTION
IS THE KEY
TO GOOD
HEALTH

Edgecombe County State of the County Health Report

Childhood Obesity

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Special points of interest:

- **Cancer takes too many lives**
- **Teach your kids how small changes make a BIG difference**

Eat Smart: NC's Recommended standards for All foods available in schools is only one part of the solution

Obesity Prevention at School: Standards Set for All Food

Edgecombe County has a new tool for preventing obesity in children. Three state agencies – the North Carolina Division of Public Health, the North Carolina Department of Public Instruction and the North Carolina Cooperative Extension Service – collaborated to forge nutrition standards for all foods kids might find at school.

“Eat Smart: North Carolina’s Recommended Standards For All Foods Available In School” provides school board members and school administrators, child nutrition staff, teachers, parents, students and community leaders a benchmark for ensuring that all foods available to students during the school day contribute to their nutritional well-being.

While we teach nutrition in the classroom, it is important for children to be given the opportunity practice what they’ve learned in the cafeteria, in after-school programs and in classroom celebrations. This means classroom parties, for example, might focus on a fun activity rather than food. If food is included as part of the celebration, coordinating with the child nutrition program to offer fruit with a low – fat yogurt dip or other healthy food choices might teach children to try and like new foods, while limiting sweets and salty snacks.

Edgecombe County Child Nutrition is implementing the following to help improve nutrition standards of our students:

- Serving only 1%, 2%, fat free milk
- Offering salad daily
- Baking fish nuggets, chicken nuggets, chicken fillets, potato tots, potato wedges, etc.
- Fresh fruit available daily
- Serving turkey hot dogs
- Serving wheat rolls to increase grain servings
- Using reduced fat sliced cheese
- Cooking oil is reduced fat
- Reduced fat smart pizza
- No sugar added to recipes or canned vegetables
- Seasoning with butter buds (has no fat)
- Offering yogurt at some schools
- 100% fruit juice and water served at elementary schools
- Sugar free vanilla ice cream cups

Baked chips, rice krispy treats, moon pies (winner circle approved snacks – this means less than 30% of calories come from fat)

The Eat Smart School standards requires all school systems with the help of their School Health Advisory Councils, to write a local wellness policy that will address food offered to students in school parties and celebrations, snacks and beverages available in vending machines, food sold as fund raisers and food sold as A La Carte in cafeterias. The policy will be in place by July 2006.

CANCER TAKES TOO MANY LIVES

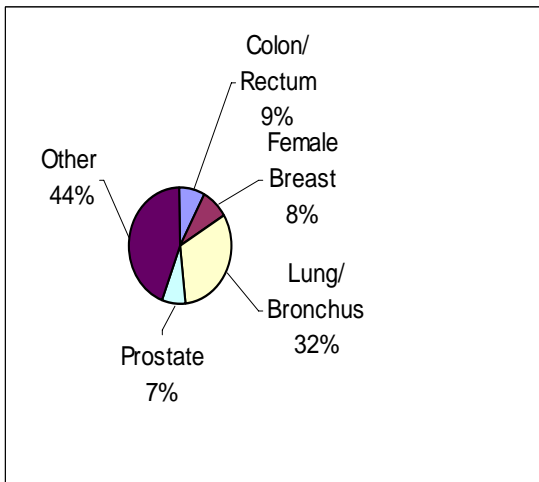
Cancer Takes Too Many Lives in NC and In Edgecombe County

Cancer is the second leading cause of death in North Carolina and number one leading cause of death in Edgecombe. In 2004 16,436 persons in North Carolina died from cancer, 139 in Edgecombe County up from 2003.

2004	Edgecombe	North
Deaths	County	Carolina
% of Deaths Due to Cancer	24.3%	22.8%

As the average age of the population increases, the incidence of cancer will increase as well. Cancer is expected to surpass heart disease and become the leading cause of death in North Carolina by the year 2015. The majority of cancer deaths occur at four sites: lung, colon, female breast, and prostate (Figure 1).

Edgecombe County 2004 Cancer Deaths By Site



It is generally accepted that over 60% of all cancers are related to personal lifestyle or environmental factors, such as smoking, diet and physical inactivity and are therefore preventable. The opportunity for disease control and for reducing the number of cancer deaths rests with the prevention and early detection so that treatment for the disease can be effective.

The American Cancer Society is dedicated to eliminating cancer as a major health problem. To do this, the American Cancer Society has set challenge goals to be achieved by 2015. These goals are to reduce cancer mortality by 50%, to reduce cancer incidence by 25%, and to improve the quality of life for all cancer survivors. The American Cancer Society will achieve its goals with the collaborative partnerships of private practice, public health organizations, corporations and community coalitions in the region.

2005 Projected Deaths	Edgecombe County	North Carolina
Projected # of Deaths Due to Cancer	110	16,355

"Given the magnitude of this epidemic, we need state and community level initiatives to support the efforts of children and their families in making long term changes in dietary and physical activity."

Alice Ammerman
(UNC School of Public Health)

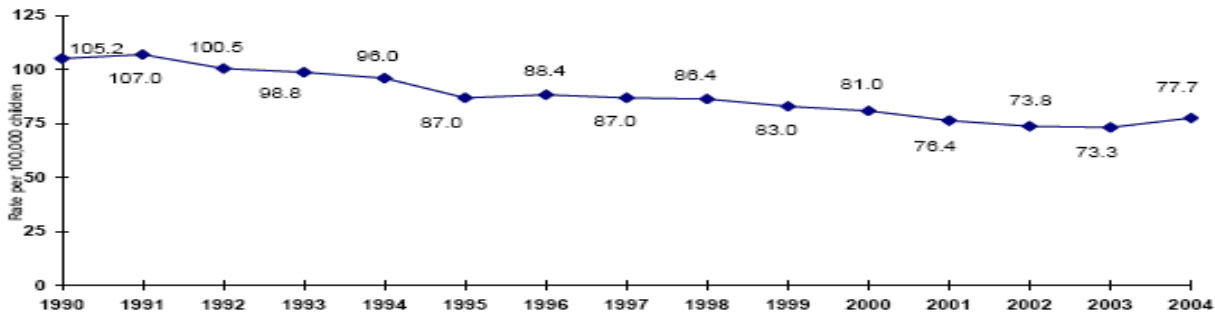
DEMOGRAPHIC INFORMATION

Population, 2004 estimate	53,916
Per capita income	22,469
Median Family income 2003	46,200
% of persons below poverty 2003	19.9%
Children in poverty (%)	27.8%
High school Drop Out Rate 2004	6.1%
Unemployment Rate, October	8.3%

Child Fatality

2004 CHILD DEATHS IN NORTH CAROLINA

Trend in Rate of Child Deaths 1990-2004*
Ages Birth through 17 Years



According to the NC Division of Public Health and the State Center for Health Statistics, Edgecombe County has shown some improvements in child death rates, in areas such as bicycle injuries, drowning, and deaths related to falls. But there are still some alarming numbers in other areas such as a 55% rate increase in the number of poison-related deaths. As a community, the most important role we all play is the welfare of our children. Edgecombe County Health Department has many resources for assistance and education vital to every citizen in this county.

Please take time to educate yourself and others so that our children are not dying of preventable causes. A little time, effort, and caring is all that is needed to help protect the children of this county. One child death in any of the below categories is one too many. You could be the one citizen who saves a life and changes next year's number of child deaths in Edgecombe County.

	Total	Cause of Death												Age							
		Birth Defects	Perinatal Cond.	SIDS	Illnesses	Motor Vehicle	Bicycle	Fire & Flame	Drowning	Falls	Poisoning	Other Inj.	Homicide	Suicide	All Other	Under 1	1-4	5-9	10-14	15-17	
EDGECOMBE	2000-2004	66	5	26	7	8	4	0	7	0	0	0	2	2	1	4	47	3	6	4	6
	2004	15	1	6	2	2	1	0	0	0	0	1	0	1	1	11	0	1	0	3	

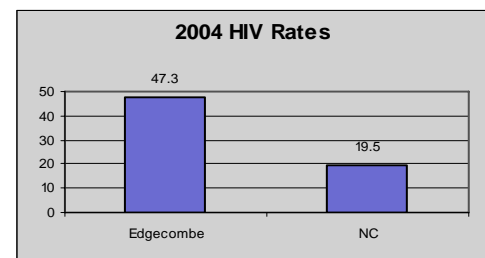
HIV and AIDS in Edgecombe County

The rates at which our cases are occurring are much faster than some of our metropolitan cities in NC. The only county in NC that has a higher HIV rate in Edgecombe County is Hertford County, another northeastern NC county. The year 2004 showed a decline in HIV cases in Edgecombe County, however, the rate of occurrence remains high. Last year there were 26 cases (rate of 47.4) down from 43 (rate of 78.3) in 2003.

Lately, more people in the community have chosen to get involved in the fight against the spread of HIV in this county. The newly-formed Ministerial Alliance in Tarboro has jumped in and almost immediately went to work in their churches and surrounding communities spreading the word and providing

education about this disease. The health department's continuous collaboration with other organizations like Rocky Mount OIC and Edgecombe-Nash Mental Health is also a key and effective ingredient in providing education to the community. But so much more is needed. Without the cooperation of parents, churches, schools, and community businesses working together we will never be successful.

The following graph shows how Edgecombe County ranks (from the 2004 SOTCH report)



Edgecombe County
Health Department
2909 Main Street
Tarboro, NC

Rocky Mount Branch
Office
107 Atlantic Avenue
Rocky Mount, NC

HOURS
Monday-Friday
8:00 am-5:00pm

The Edgecombe County Health Department exists to serve all citizens in the prevention of disease and injury through, protection, promotion, and delivery of quality, cost-effective services for community, personal and environmental health

Tarboro Office: 252-641-7511

Rocky Mount Office: 252-985-4100



Teach Your Kids How Small Changes Can Make a BIG Difference

Diabetes is on the rise. That's why it's so important that your family learns healthy habits early. Children who are active and eat right have a lower risk for developing diabetes now and in the future. That's because kids who are taught habits early are more likely to continue them into adulthood.

Get Moving

- ◆ Take a brisk 30-minute walk with your family today
- ◆ Choose parking spaces farther away from store entrances



- ◆ Do a little bit of housework or gardening every day

Eat Healthier

- ◆ Replace whole milk with skim for kids over two
- ◆ Replace sugary fruit drinks with 100% fruit juice
- ◆ Replace soda with water
- ◆ Eat 5-9 servings of fruits and vegetables daily
- ◆ Replace white bread with whole grain



Policy Change describes changes to laws, regulations, and formal and informal rules and practice standards. Policy change in this context includes promoting both written and unwritten policies, practices and incentives that provide new or enhanced supports for health behaviors and lead to changes in community and societal norms. Policy changes can be at different levels, such as at the organizational level (single work-site), the community level (entire school system), or at the society level (state legislation).

Environmental Change describes changes to physical environments that provide new or enhanced supports for healthy behaviors. In promoting physical activity and healthy eating, environmental changes would include facility and environment changes that provide new or enhanced support for physical activity and healthy eating habits. (e.g., sidewalks, trails, salad bars, pedestrian crosswalks, and farmers markets).

If you are interested in making policy or environmental changes call 252-641-7511