Mission

The central purpose and role of the Northampton County Health Department is defined as:

"Promote, provide, and protect the health and safety of the citizens of Northampton County."

Vision

"A culturally sensitive health organization providing quality services yielding improved health outcomes."

This document reflects the areas of focus of the Northampton County Health Department during 2012-2013.

The Northampton County Health Department is committed to carrying out the following action plan to improve the health of Northampton County Residents.

The Leadership Team of the Northampton County Health Department envisions an agency that strives to meet the following guiding principles.

- **Health Department acquires and maintains Local Health Department Accreditation Status defined in policies and protocols maintained by all programs.**
- **Service deliverables and expansion are driven by community need.**
- **Improved efficiency is attained in all divisions.**
- **Health Department recruits, develops and retains a well-qualified, diverse workforce.**
- **Quality of services is assured through implementation of the quality assurance plan.**
- **Residents experience improved health outcomes and quality of life.**
- **Health Department is accountable to the public in fiscal responsibility and service delivery.**
- **Efforts are conducted through improved internal collaboration and communication.**
- **Expanded service availability is provided through on-going support by the BOH and County Commissioners.**
- **Funding is available to support and improve our programs.**
- **Best practices, as recognized by the public health community are utilized in service provision.**
- **Department is capable of providing a comprehensive response to Public Health Emergencies.**

The Northampton County Health Department BOH and Management staff identified following key strengths, weaknesses, threats and opportunities for Northampton County Health Department.

Strengths	Weakness	Threats
• Doing more with less • Dependable • Provide quality services • Experienced staff • Passionate staff • Dedicated staff	• More public relations/ people do not know all of the services offered here at the Health Department • People take the Health Department for granted • Misconceptions	• Legislative Decisions at the State level • Take away power of the Board of Health • Liability of no Interpreter

	• County-wide need for an Interpreter	

Strategic Goals

The following goals were identified in the Healthy Carolinians action plans in response to the Northampton County Health Department's Community Health Assessment.

Goal 1	Decrease tobacco use in school aged children.
Goal 2	Educate and screen Northampton County women with a focus on African American females for breast cancer.
Goal 3	Educate and screen Northampton County men with a focus on African American males for prostate cancer.
Goal 4	Increase physical activity for adult citizens in Northampton County.

Community Health Assessment 2010

The Northampton County Health Department in collaboration with members from a variety of service agencies such as Northampton County Parks and Recreation, Northampton County Manager's Office, Northampton County Cooperative Extension, Northampton Chamber of Commerce, Northampton County Department of Social Services, Northampton County Human Resources, Eastern Carolina Behavioral Health, Northampton County Schools, Northampton County Office on Aging, Rural Health Group of North Carolina, Halifax Regional Medical Center, Choanoke Area Development Association, Northampton County Public Works Department, and community members all helped to identify health priorities for Northampton County. Focus Groups, key informant interviews, a community survey and analysis of secondary data were all used in defining the 2010 Health Priorities. A full copy of the community health assessment can be found on the departments' webpage at www.northamptonhd.com.

Priorities identified in the 2010 Community Health Assessment are:

1) Cancer (Breast/Prostate)
2) Drug/Substance Abuse (Tobacco)
3) Physical Activity/ Nutrition

1. **Cancer (Breast/Prostate)-** According to the Cancer Mortality rates per 100,000 populations, Northampton County rates are 31.9 % for breast cancer compared to North Carolina's rate of 23.5 %. There are approximately 6997 African American females in Northampton County.
   Source: North Carolina Central Cancer Registry: January 2011

   According to the Cancer Mortality rates per 100,000 populations, Northampton County rates are 47.62 % for prostate cancer compared to North Carolina's rate of 25.8 %. There are approximately 6209 African American males residing in Northampton County.
   Source: North Carolina Central Cancer Registry: January 2011

2. **Drug/Substance Abuse (Tobacco)-** Northampton County Rates include 20.8 % of High School students and 6.6 % of Middle School students use tobacco. There are 445 Middle School students in Northampton County. (Approximately 29 smoke) There are 450 High School students in Northampton County. (Approximately 94 smoke)
   Source: 2009 Youth Risk Behavior Survey Results

3. **Physical Activity/Nutrition-** In April 2011, the North Carolina county health rankings stated that 36% of adults in Northampton County had a BMI less than 30% meaning 64% of adults in Northampton County are obese. North Carolina had 29% of adults that had a BMI less than 30%.

Department Work plan

Goal 1		**Decrease tobacco use in school aged children.**	
Objective # 1		**Reduce tobacco use in Northampton County Middle and High School students by 20%.**	
Baseline Data		**Northampton County Rates:** **Northampton County Rates include 20.8 % of High School students and 6.6 % of Middle School students use tobacco.** **There are 445 Middle School students in Northampton County. (Approximately 29 smoke) There are 450 High School students in Northampton County. (Approximately 94 smoke)** **Source: 2009 Youth Risk Behavior Survey Results**	
CHA Priority Addressed		**Tobacco**	
Activities	**Lead Person**	**Partners** **N=New;** **E=Existing**	**Timeframe**
Make sure convenience stores aren't selling to underage children	Virginia McClary		June 2013
Make packets for Elementary kids who are graduating to Middle School for Open House	Virginia McClary Ann Lawrence	E- Cooperative Extension	June 2013
Coordinate with the North Carolina Spit Tobacco education program to conduct presentations in Middle and High School on harmful effects of smokeless tobacco (Teen Tobacco Coordinator)	Virginia McClary Ann Lawrence	E-Cooperative Extension	June 2013

Goal 2		Increase life expectancy	
Objective # 1		**Increase breast cancer screenings and education by 8% in Northampton County women with a focus on African American females.**	
Baseline Data		**Northampton County Rates:** **Population 21,036** **African American Females** **6997** **Cancer Mortality rates per 100,000 population** **Breast 31.9%** **Five hundred and sixty African American Females will receive education and screenings on Breast Cancer by 2015** **Source: North Carolina Central Cancer Registry Jan 2011** **2010 US Census**	
CHA Priority Addressed		**Breast Cancer**	
Activities	**Lead Person**	**Partners** **N=New;** **E=Existing**	**Timeframe**
Screenings and Education ➢ Gregory B Davis Foundation	Virginia McClary(HEd)		2013
➢ Roanoke Chowan Foundation	Virginia McClary(HEd)		2013
➢ Rural Health Group			2013
➢ Relay for Life	Virginia McClary(HEd)		
➢ Northampton County Health Department	Linda Benthall	E- Wise woman/BCCCP	2013

Goal 3		**Increase life expectancy**	
Objective # 1		**Increase education and screenings in Northampton County men with a focus on African American males by 22%**	
Baseline Data		**Northampton County** **Population 21,036** **African American Males** **6206** **Cancer Mortality rates per 100,000 Population** **25.8** **One Thousand one hundred African American Males will receive education and screenings on Prostate Cancer by 2015.** **Sources: North Carolina Central Cancer Registry Jan 2011** **2010 US Census**	
CHA Priority Addressed		**Prostate Cancer**	
Activities	**Lead Person**	**Partners N=New; E=Existing**	**Timeframe**
Screenings and Education ➢ Rural Health Group	Virginia McClary(HEd)	E - Current Partner	2013
➢ Relay for Life	Virginia McClary(HEd)		2013
➢ Northampton County Health Department-Bi annual Screenings	Linda Benthall(Nursing)		2013
➢ Statistics on zip codes participating in screenings	Virginia McClary(HEd)		2013
➢ Faith communities provide education during programs/ services.	Virginia McClary(HEd		2013

➢ Nurses conduct screenings /education during outreach			
Goal 4		**Increase the percentage of adults getting the recommended amount of physical activity** **Increase the percentage of adults who report they consume fruits and vegetables five or more times a day**	
Objective # 1		**Increase the percentage of Adult Citizens receiving the recommended amount of physical activity by five percent** **Increase the percentage of Adult Citizens consuming five - nine daily servings of fruit and vegetables by five percent.**	
Baseline Data		**Northampton County population** **21,036** **Adults with a Body Mass Index(BMI) less than 30%** **Northampton County** **36%** **Source: County Health Ranking**	
CHA Priority Addressed		**Physical Activity and Nutrition**	
Activities	**Lead Person**	**Partners** **N=New;** **E=Existing**	**Time Frame**
➢ Statistics on card swipes at Wellness Center ➢ Open walking trails and tracks at schools to community ➢ Check with local employers to see if they have exercise program/plans for employees ➢ Nutrition activities provided by	Virginia McClary(HEd) Virginia McClary(HEd) Virginia McClary(HEd) Virginia McClary(HEd) Virginia McClary(HEd)	E - Current Partner	Ongoing

Cooperative Extension			

Updates from 2011-2012 Strategic Planning- Virginia McClary, Health Educator

Tobacco

- **Target is to reach 10 % of Middle School students over a four year time period.**

3.45 % of Middle School students have received education or participated in programs to reduce their tobacco use.

- **Target is to reach 10 % of High School students over a four year time period.**

4% of Highs school students have received education or participated in programs to reduce their tobacco use.

300 elementary school students participated in and took the True Pledge to remain tobacco free.

Cancer

- **Target is to over a four year time period.**

Breast - 8% percent of African American Women

3% have received education on Breast Self-Exam in a community setting. (African American Setting)

Education includes learning Family Medical History, participating in physical activity, eating healthy foods, and eliminating tobacco use.

227 women in Northampton County have been screened and educated on breast health and self-exam in our clinic.

Prostate- 22% of African American Males

3.5% of African American men have been educated on prostate health in a community setting.

Education includes learning Family Medical History, participating in physical activity, eating healthy foods, and eliminating tobacco use.

142 men in Northampton County have received education and screenings in our clinic.

Physical Activity and Nutrition

- **Target is over a four year time period.**

5% increase in physical activity by African Americans

5% increase in fresh fruit and vegetable consumption by African Americans.

3.6% of African American participated in making life style changes through portion control, reading food labels, recipe swaps, and making smart beverage choices. Faith based communities provide healthy food/beverage options at all gatherings when food is served.

Faith based communities hold walk a-thons for fund raisers and community based groups are conducting quarterly weigh-ins to monitor their life style changes.