



2010 State of the County HEALTH REPORT *Forsyth County*

About this report

Forsyth County Healthy Community Coalition and the Forsyth County Department of Public Health are pleased to present the 2010 State-of-the-County Health (SOTCH) Report. The report describes the latest data for key measures of community health and well being in Forsyth County, North Carolina.

The SOTCH Report is designed to inform about Forsyth County's progress over the last year. It is also designed to influence the development of policies that further improve community health and recruit community members interested in participating in future activities. If you would like to get involved with the Forsyth County Healthy Community Coalition, contact the coordinator at (336) 703-3175 and visit our website at www.healthycommunity.ws/.

This report is available in electronic form at www.forsyth.cc/publichealth/publications.aspx.

COUNTY STATS

In Forsyth County:

- There are an estimated 359,638 residents.
- The estimated median household income is \$47,537.
- As of August 2010, unemployment is 9.6%.
- About 14.9% of people live below the poverty line (less than \$21,200 for a family of 4).

Data Sources: American FactFinder, US Census Bureau. NC State Office of Budget & Management. US Bureau of Labor Statistics. EDIS, NC Dept. of Commerce. ASPE, US Dept. of Health & Human Services.



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Leading Causes of Death

The top leading causes of death for Forsyth County in 2009 cancers, heart disease, stroke, and chronic lower respiratory diseases. These diseases accounted for 56% of all 2,814 county deaths for 2009. These conditions were also the leading causes of death in 2007 and 2008.

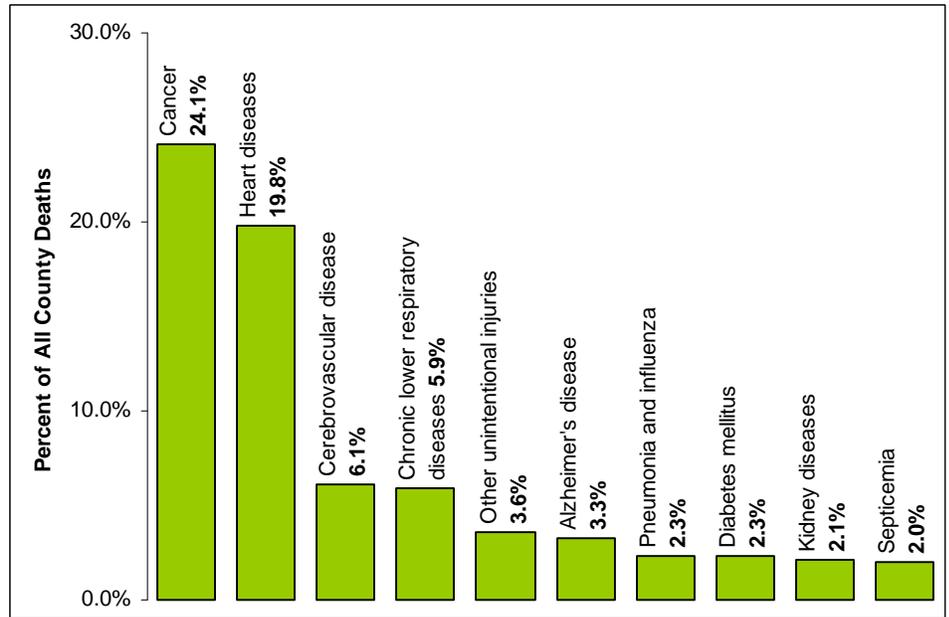


Figure to right:
Ten leading causes of death for Forsyth County, 2009.

Data Source: NC State Center for Health Statistics.

Mental health and homelessness still key issues

In September, Mental Health and Homelessness Committee members generated a white paper addressed to the Winston-Salem City Council that discussed gaps in services for the mentally ill and homeless population. The letter was presented during a September Council meeting.

The Addiction Recovery Care Association (ARCA), a committee partner, sponsored a workshop focusing on current issues in substance abuse and homelessness. Presenters included a clinical substance abuse counselor, a nurse practitioner, and an ARCA care coordinator. About 50 people attended.

In November, CenterPoint hosted its third annual provider fair at the Gateway YWCA. The event gathered local providers to promote and share information about mental health, developmental disabilities, substance abuse services, and

other support services available in the community. This year, more than 60 providers presented information about their companies and services, and more than 400 people from the community attended. Break-out sessions throughout the day examined several topics including recovery, wellness, and self determination.

Also, in November, the Mental Health and Homelessness Committee and Northwest AHEC held a conference entitled "Addressing Mental Health and Homelessness in Your Community." The conference examined the history of homelessness and mental illness both nationally and locally, and had panel sessions on barriers to receiving services, practical solu-



"Addressing Mental Health and Homelessness in Your Community" conference planners Laura Gorycki of CenterPoint and Lashun Huntley of Healthy Community Coalition.

tions to those issues, and hiring consumers as colleagues. The keynote speaker highlighted two local programs designed to enhance the lives of the homeless population. Participants offered input for a second conference planned for spring 2011 and positive feedback for the useful information they learned.

For more information about the committee and future events and activities, contact Laura Gorycki at (336) 714-9136 or lgorycki@cphs.org.

COUNTY STATS

In Forsyth County:

- About 517 individuals were homeless of January 2009. There were approximately 11,802 homeless people in all of North Carolina as of January 2009.
- The ratio of housing cost to income is increasing. About 16% of renters in the county reported housing costs equal 50% or more of their annual income.

Data source: Affordable Housing. Advocacy for the Poor. www.advocacyforthepeer.org.

Continuing efforts to keep youth tobacco-free

The Forsyth County Youth Tobacco Prevention Program is diligently working on goals and strategies to create the first generation of tobacco-free teens in North Carolina. The Youth Tobacco Prevention Program and the TRU Youth Advisory Council continue to work together with the Healthy Community Coalition, Infant Mortality Reduction Coalition, Winston-Salem/Forsyth County Schools, and the Coalition for Drug Abuse Prevention to prevent and reduce tobacco use among students and adults in our community.

For many years the tobacco control movement has worked towards cleaner air for North Carolinians, and on January 2, 2010 Governor Beverly Perdue signed the Smoke Free Restaurants & Bars law into effect. The TRU Youth Advisory Council shared in the celebration of this great accomplishment by hosting a Tasty Tuesdays event at the Golden Corral on University Parkway in Winston-Salem, NC. This Golden Corral was one of the first restaurants to voluntarily go smoke-free and was added to the Smoke Free Restaurants list. To learn more about the Smoke Free Restaurants & Bars Law go to www.smokefree.nc.gov.

TRU, which stands for "Tobacco. Reality. Unfiltered." is the North Carolina

Health and Wellness Trust Fund's initiative that includes both a statewide youth movement and powerful TRU media campaigns working to dissuade youth from using tobacco. The local TRU Youth Advisory Council has had the opportunity to be on the "big screen" to raise awareness both locally and statewide. Youth members created a 30-second recruitment PSA that was shown in two local theaters for an entire month. The development of this PSA was to recruit new youth to the movement so our message continues to resonate with the youth of Forsyth County.

In September of 2010 Parkland High School senior, Destini Donaldson was chosen by the North Carolina Health and Wellness Trust Fund to create testimonial commercials about how tobacco has affected her life. There were two commercials developed, "Destini's Thoughts" and "This is Destini," and they are airing on television stations statewide to target adolescents.

Youth volunteers have also been promoting TRU by circulating information through presentations, educational campaigns, and community-wide events. In 2010, youth volunteers conducted and/or led 27 activities to promote teen tobacco prevention in Forsyth County, including Tobacco 101 presentations at the W. R. Anderson Recreation Center Youth Conference, Jerry Long YMCA, and Teen Central at the Forsyth County Central Library and other community activities such as the



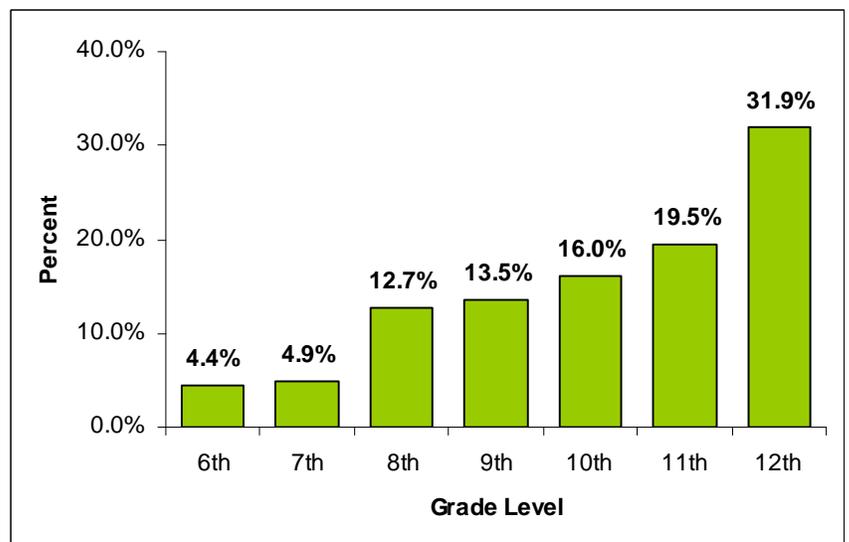
(Top photo) Teens leading a Tobacco 101 Presentation at Teen Central, 2010. (Bottom photo) WXII 12 interviews a TRU YAC member for the Red Flag Campaign, 2010.

LaDeara Crest Community Extravaganza, merchant education, and conducting Tackle Smoking Friday Night Football events.

For more information please visit www.realityunfiltered.com/, www.smokefreeforsyth.org or contact the Coordinator at (336) 703-3147.

COUNTY STATS

Figure to right: Percentage of Forsyth County students who reported one or more occasions of cigarette use in the past 30 days* by grade level.



*"Past 30 days" refers to timeframe of the survey. Data Source: 2009 Youth Tobacco Survey, Forsyth County, NC: Winston-Salem/Forsyth County Middle and High School Full Reports. Forsyth County Department of Public Health.

Projects address illegal dumping and air quality



Photos of illegal dump sites in Forsyth County.

Littering and dumping any type of waste in unauthorized areas is against the law. In fact, charges can range from misdemeanor to felony along with hefty fines. Between July 1, 2009 and June 30, 2010 the Community Hygiene Section of the Department of Public Health investigated 130 citizen complaints regarding improper management of solid waste in the unincorporated areas of Forsyth County, many of which involved the illegal dumping of several hundred tons of waste material. The Environmental Health Team continues work on the unlawful dumping awareness project to raise community awareness of this local problem, its effects, and to encourage more reporting of problem sites by citizens so that the community can reduce the amount of illegally disposed waste.

In the past year team members visited all of the incorporated municipali-

ties in Forsyth County to discuss the unlawful dumping issue and other solid waste issues. They developed and distributed brochures in English and Spanish to local municipalities and the library system. The brochure highlights health risks, economic burdens and environmental threats of unlawful dumping as well as phone numbers and instructions on how to properly report a dump site to law enforcement, local municipalities or the Department of Public Health. The Environmental Health Team recently began shooting a public awareness and educational video on illegal dumping which may be aired on the local government channel (13) on cable TV, online and elsewhere.

The Environmental Health Team continues efforts to monitor and expand the "No Idling" air quality enhancement campaign at Winston-Salem/Forsyth County elementary and middle schools

and some daycare centers. The no-idling campaign focuses on the 10 schools with the most before- and after-school traffic congestion: Union Cross, Sedge Garden, Southeast Middle, Meadowlark Elementary, Clemmons Middle, Jefferson Middle, Northeast Middle, Gibson Elementary, Latham Elementary, Downtown Middle and Speas Elementary. "No-idling" signs have been posted at most of the schools, and parents dropping off and picking up their children from school are encouraged to turnoff their car engines while waiting. They are working towards having signs posted at all elementary and middle schools in the WSFC system.



For more information about the Environmental Health Team or to become involved, please visit www.healthycommunity.ws/environmental.aspx or www.Facebook.com/Forsyth.EnviroTeam.

HEAT tackles health inequity in Forsyth County

Do we All have an Equal chance for Health?



The Health Equity Action Team (HEAT) of the Forsyth County Healthy Community Coalition continues to work issues that address racial disparity in health. The team has been working on the strategies below:

- Broadening the membership base of HEAT by inviting participation of our public officials, Chamber of Commerce, Universities, Community College, High Schools and faith based organizations using social media.

- Assisting in the development of strategies for addressing the Mobilizing Action Toward Community Health -County Health Rankings Report for Forsyth County
- Using "Unnatural Causes" in ongoing outreach efforts
- Facilitating the planning and hosting of a County Health, Housing & Neighborhood Summit, in early spring or fall 2011 that addresses neighborhood characteristics and health disparities.

Visit www.healthycommunity.ws/racial.aspx for more information about HEAT activities or contact the coordinator at (336) 703-3175 to host a showing of the Unnatural Causes DVD series.

Forsyth County Age-Adjusted Deaths Rates 2005-2009			
	*White	*Black,	Ratio to *Whites
Heart disease	138.5	205.2	1.5
Cancer	176.6	223.1	1.3
Stroke	44.1	72.9	1.7
Diabetes	14.2	46.4	3.3
Motor Vehicle Injuries	11.9	9.4	0.8
Suicide	14.1	5.6	0.4
Septicemia	11.5	22.5	2.0
Nephritis	13.7	32.7	2.4
Homicide	2.3	13.3	5.8
Colorectal: Cancer	13.9	25	1.8
Breast: Cancer	19.8	32.6	1.6
Prostate: Cancer	20.3	52.3	2.6

* Non-Hispanic

Events target infant mortality reduction

To introduce the Forsyth County Preconception Health Campaign, the Infant Mortality Reduction Coalition and community partners held an exceptional CDC-funded conference called Promoting Healthy Birth Outcomes: Translating Research into Best Practices to Promote Preconception Health and Prevent Preterm Birth. In October 2009, state and national experts came to Forsyth Medical Conference Center for the two-day conference to learn how sustained social, economic, and emotional hardships impact birth outcomes. Speakers and panelists, including Dr. Fleda Mask Jackson and Midwife Jennie Joseph, presented information on new best practices, promising interventions, community engagement models, and policy initiatives to improve women's health before, during, and after pregnancy so that improve equity in healthy birth outcomes also improves.

In addition, the Forsyth County Infant Mortality Reduction Coalition and community partners also held an event, Walked a Mile to Save Our Babies in September 2010. Wearing pink or blue, over 120 community partners walked a mile loop from Centenary United Methodist Church through Downtown Winston-Salem with 48 empty baby strollers. Each stroller commemorated one of the babies who died before his or her first birthday

in Forsyth County in 2009. Mayor Allen Joines, Rev. Abby Hedgecock of Centenary United Methodist Church and Bernard Roper, Wendy Butler, and Joy Keegan of Heartstrings Pregnancy & Infant Loss Support spoke to over 120 participants about the importance of the fight against infant death. The event coincided with events held across the nation during September, National Infant Mortality Awareness month.

To read more about these and other activities that the Infant Mortality Reduction Coalition is working on to raise awareness of and to reduce infant deaths in our community, please visit www.HelpOurBabies.org.



Promoting Healthy Birth Outcomes speakers, Dr. Fleda Mask Jackson, a researcher who appeared in *When the Bough Breaks*, spoke about the impact of race and gender on infant death and Jennie Joseph, Certified Professional Midwife



Mayor Allen Joines, Rev. Abby Hedgecock of Centenary United Methodist Church and parents speak to over 120 walkers about the importance of the fight against infant death.



Walk A Mile to Save Our Babies parent speakers, (from left to right) Bernard Roper, Wendy Butler, and Joy Keegan of Heartstrings Pregnancy & Infant Loss Support.

COUNTY STATS

In North Carolina:

- There were 7.9 infant deaths for every 1,000 live births in 2009.
- Prematurity and low birth weight accounted for 23.3% of deaths of infants under 1 year old and 33.9% of neonatal (under 28 days old) deaths.

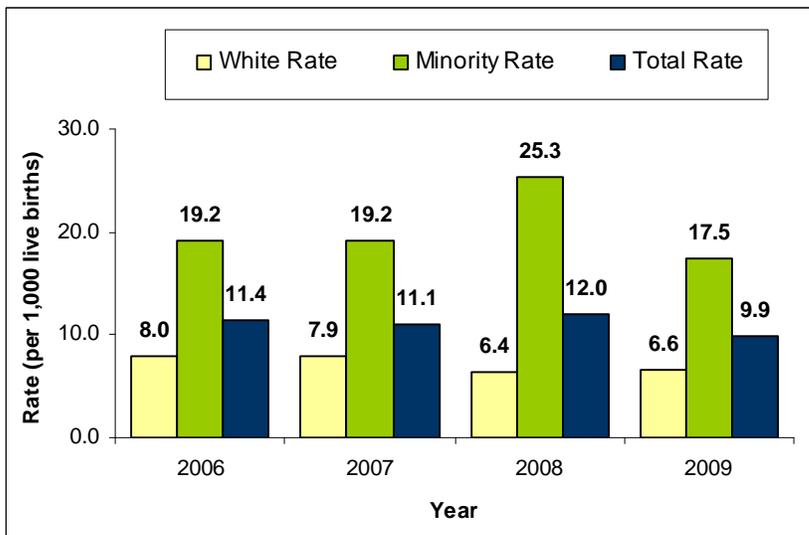


Figure to right: Forsyth County infant death rate (per 1,000 live births), 2006-2009.

Data Source: 2006, 2007, 2008, and 2009 NC State Center for Health Statistics Infant Mortality Reports.



Local events address domestic violence

In an effort to create healthier communities, area organizations continue to provide Forsyth County with education, assistance, and valuable tools to improve domestic violence prevention and intervention. During Domestic Violence Awareness Month in October, Family Services, Inc. hosted a panel discussion including allied professionals from area colleges and universities who presented current research and collaborative initiatives concerning interpersonal violence. Family Services, Inc. also held a *Day of Unity* event that included a mayoral proclamation and commemorative ceremony honoring people who have died as a result of domestic violence in Forsyth County.

The Domestic Violence Community Council (DVCC) is still moving towards coordinated community response and systems change with representatives from health care, law enforcement, faith based organizations, criminal and civil justice systems, educational institutions and other human service providers. Council members continue to facilitate training, assist with creating policies that increase victim safety and help establish appropriate protocols for increasing offender accountability within and between organizations.

Since September 2009, more than 6,900 individuals have received training and community education on how to recognize domestic violence, improve screening and appropriately respond to victims, and refer them to services. Organizations participating in local training include WFU School of Medicine Physician's Assistant Studies Program, The Shepherd's Center Forsyth County departments of Public Health and Social Services, and several other area organizations. Member organizations of the DVCC are using Facebook, Twitter, and their own websites to make this vital information more widely available.

Teens-4-Change, a social change organization dedicated to promoting healthy bodies, minds and relationships for high school girls, held workshops on leadership, healthy relationships and peer education for over 250 high students. Approximately 400 college students from area campuses saw presentations on building healthy relationships and how to help peers affected by dating or sexual violence.

In September, Family Services, Inc. hosted the area's second annual *Walk a Mile in Her Shoes* event, bringing together over 100 men who walked a mile in

**24 Hour Domestic Violence
Crisis Line:
(336) 723-8125**

**24 Hour Sexual Assault
Crisis Line:
(336) 722-4457**

high heels as a symbolic gesture to raise awareness of sexual and domestic violence and engage men and women to work on this issue. Read about this event at winston-salem.skirt.com/he%27s_so_original/lloyd-leonard-walks-mile-her-shoes.

For more information about the DVCC, contact Family Services, Inc. at (336) 722-8173 or www.fsifamily.org.



COUNTY STATS

Between September 2009 and August 2010 in Forsyth County:

- 276 women and children received emergency shelter
- 1,027 victims requested Domestic Violence Protective Orders (civil 50B)

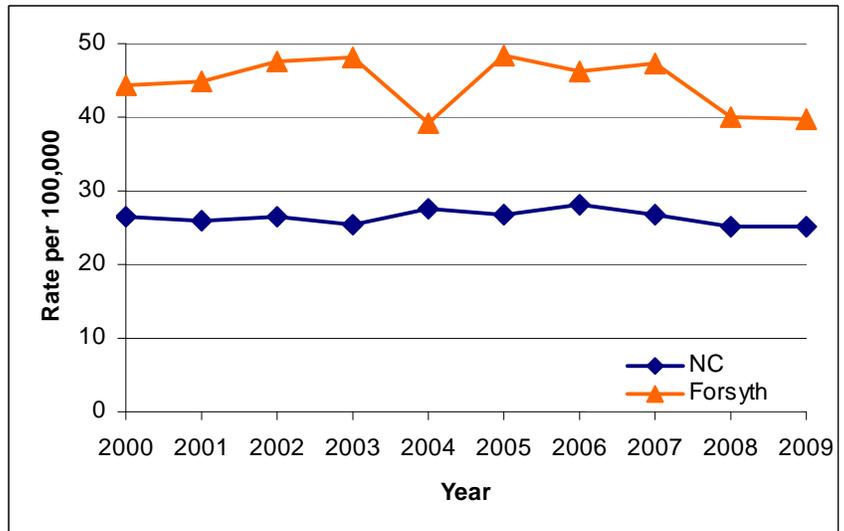


Figure to right:
Rate of Rape in Forsyth County and North Carolina, 2000-2009.

Data sources: 2009 Crime Statistics Detailed Report, NC Department of Justice; 2010 Family Services, Inc data.

WS designated as a Silver FIT Community

The BeHealthy Coalition hosts regular meetings for people with an interest in health and wellness to discuss and address local health and wellness issues, network, share ideas, and to foster collaborative relationships. As a working group of the Forsyth County Healthy Community Coalition, BeHealthy strives to build support for policies and practices that support people in making healthy lifestyle choices.

In early 2010, BeHealthy collaborated with the YMCA Pioneering Healthy Communities (PHC) initiative on their application for Fit Community designation for the City of Winston-Salem. The Fit Community program originated from the Fit Together partnership between the NC Health and Wellness Trust Fund and Blue Cross Blue Shield of North Carolina to raise awareness of the dangers of unhealthy weight. In August, PHC received an award letter stating that the City of Winston-Salem is now designated as a Silver FIT Community. Winston-Salem received this award for being a leader in creating policies and developing environments that support healthy lifestyle choices for residents with a focus on nutrition, fitness, and reducing tobacco use. BeHealthy and other coalitions under the Healthy Community Coalition umbrella

have worked on issues related to nutrition, physical activity and reducing tobacco use for many years, which greatly helped in the application process.

BeHealthy continues to promote active lifestyles with the annual Step Up Forsyth! physical activity program. New to Step Up Forsyth! in 2010 is Walking Wednesday Adventures (WWA). WWA is a downtown Winston-Salem walking initiative that takes place weekly during lunchtime. Participants check in at a central location and receive a one-mile walking route map featuring photos of scavenger hunt items that can be located along the walking route. WWA is a great way for residents to get some exercise at lunchtime and learn more about downtown Winston-Salem.

In striving to be a community that supports transportation choices, BeHealthy again collaborated with the City of Winston-Salem and Safe Kids for the second year of Cycling Sunday. During Cycling Sunday, the streets of downtown Winston-Salem are closed to motor-



Riders gathered to enjoy biking around downtown Winston-Salem during Cycling Sunday this past spring.

driven vehicles so cyclists and people using other forms of human-powered transportation can enjoy cycling in a motor-free environment. Over 500 people of all ages and abilities participated in the Spring 2010 Cycling Sunday event. Unfortunately, due to rain, the Fall 2010 event was rained out.

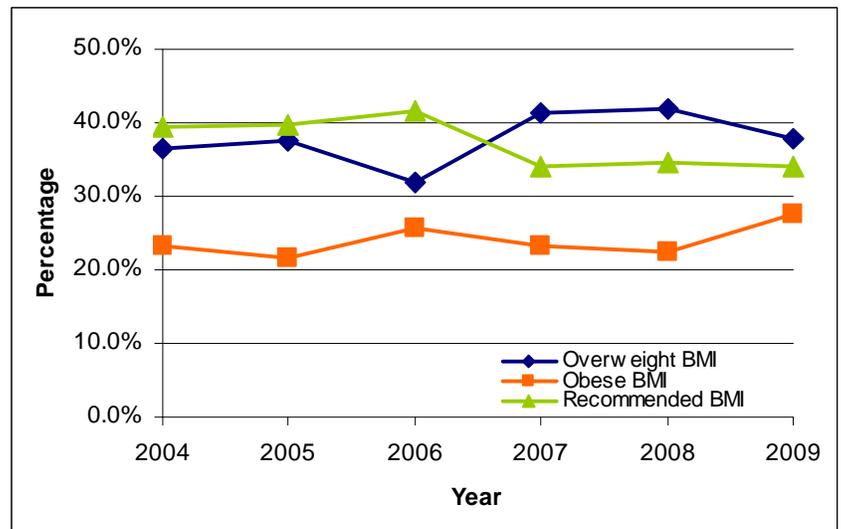
Lastly, in an effort to increase access of fresh produce in low-wealth communities, BeHealthy joined forces with the Community Law and Business Clinic of Wake Forest University and Habitat for Humanity to explore a Healthy Corner Store initiative in the Kimberly Park neighborhood of Winston-Salem. We will have more to share on this initiative in 2011.

COUNTY STATS

In Forsyth County:

- As of 2009, 21.2% of people reported they were current smokers compared to 19.5% of people in 2008.

Figure to right: **Weighted percentage of individuals in each Body Mass Index (BMI) group for Forsyth County, 2004-2009.**



Data source: Behavioral Risk Factor Surveillance System for NC, 2004-2009. NC SCHS.



Emerging Issues in Forsyth County

Healthy neighborhoods and healthy housing are vital for helping individuals be healthy. In an effort to create a Forsyth County comprised of residents with better health, the health department is collaborating with community organizations to organize a housing summit. This event, tentatively scheduled for late fall 2011, will examine ways to create healthier neighborhoods and homes and the issues that keep communities and the individuals in them from having access to the tools for healthier living including (but not limited to) neighborhood grocery stores

with affordable produce, sidewalks, low crime rates, and parks and open spaces for recreation. Because this event is still in development, other related topics are sure to be included.

In keeping with this topic, the Forsyth County Department of Public Health will all conduct focus groups to meet and talk with local neighborhood associations to get information directly from residents about what their neighborhoods need, what works, and what their idea of a healthy community is. Results from focus group interviews will be made



available as a part of the 2011 Forsyth County Community Health Assessment.

Please check the health department website at www.forsyth.cc/PublicHealth for updates on these and other activities.



Thank You

The Forsyth County Department of Public Health would like to express our thanks to the Forsyth County Healthy Community Coalition, its action teams, and its collaborating community members, leaders, agencies, and volunteers. It is because of their excellent work that we are able to complete this report. We also thank the Board of Health, the Board of Commissioners, and county taxpayers for their ongoing support as we all work towards a healthier Forsyth County.



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