



Faith Community Bulletin Guide

Welcome

Hello! Welcome to the faith community bulletin section of the Communication Toolkit. In this section you will find boilerplate text and templates that you and your agency can tailor to your specific messages. There is also a template for an introduction letter to leaders of faith communities. We hope this is helpful and enables you to increase the scope and reach of the work you are doing in collaboration with the Partnership.

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How to Use

1. Choose your health topic of interest.
 - a. This will guide what kind of boilerplate information you decide to include.
2. Pick from a template, or build your own.
 - a. If you pick from a template, just be sure to input the correct information specific to your agency into the placeholders. The placeholders are indicated by brackets: [text]. Other placeholders recommend images. These are optional, so if you do not have an image or photo and photo release, then feel free to remove these.
3. Decide what boilerplate, if any, to include from the boilerplate section.
4. Add your agency information.
 - a. Since this will be coming from your agency, include your logo and any boilerplate language around visiting your agency website, etc.
5. Remember to double check that you've removed headers and any template markup before publishing your document.

Boilerplate Language

About the Partnership

About Us

Founded in 2015, the Partnership is a network of like-minded people working together proactively and strategically to promote and support a community culture of health, wellness and unity in the Twin Counties of Edgecombe and Nash Counties, North Carolina.

Vision

Through an engaged and empowered network of groups and individuals, the Partnership creates and promotes opportunities to improve health and well-being in our communities.

Mission

The Twin Counties Partnership serves as a collaborative network of community partners to share information and ideas, develop collective approaches for addressing identified health issues and promote and implement a culture of health through successful initiatives.

About the 2017 Community Health Survey

In March of 2017, the Twin Counties Partnership for Healthier Communities collaborated with the North Carolina Institute for Public Health, housed in the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill, to conduct a community health survey that gathered residents' opinions on pressing health needs in the community. Over the course of six days, 44 interviewers in Edgecombe and Nash Counties knocked on over 1,000 doors and interviewed 324 community members. The survey provided the Twin Counties with reliable local-level data. The demographics of the sample of residents with which the Partnership spoke closely resembled the demographics of the counties as a whole, meaning the survey is generalizable to the counties as a

whole. You can learn more about how the survey was conducted and the methods used by visiting www.twincountiespartnership.org/datatoimpact.

About the County Health Rankings

The County Health Rankings is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Every year it ranks the health of nearly every county in the nation in terms of health outcomes and health factors. The 2018 rankings placed Nash and Edgecombe in the lower half of the state rankings for health outcomes (66th for Nash and 97th for Edgecombe) and both counties in the lower third for health factors (71st and 95th, respectively). The Twin Counties have historically struggled with low rankings, primarily due to socioeconomic conditions. Each county has a higher percentage of people living in poverty than the state average of 17.6 percent, with Nash County at 17.8 percent and Edgecombe County at 25.3 percent.

About the Healthy North Carolina 2020 Objectives

The Healthy North Carolina 2020 objectives are a set of health objectives that the state as a whole works to achieve. The current objectives were developed by the Governor's Task Force for Healthy Carolinians in collaboration with the North Carolina Institute of Medicine (NCIOM). For 2020, there are 40 objectives within 13 focus areas that are measurable and actionable. Comparisons can be made between how Edgecombe and Nash counties are measuring up to the objectives to help policymakers and health agencies decide what kinds of programs they need to implement so that the Twin Counties can meet the state goals.

Data and Key Findings

The following content is recommended to be tailored for the specific purposes of the interview. Sources of data are noted as follows:

** North Carolina Institute of Public Health, Twin Counties Community Health Survey Data Workbook, 2017*

† Data comes from various secondary sources including the U.S. Census Bureau, CDC's Behavioral Risk Factor Surveillance System (BRFSS), N.C. Department of Health & Human Services and N.C. Department of Public Instruction, among others.

Twin Counties Residents' Opinions on Health Resources*

- 96% believe free or low-cost primary care (or medical homes) is very important, and 77% are likely or extremely likely to utilize it; however, only 39% are aware of its availability within the community.
- 78% believe school-based health care centers in public schools are very important, and 58% are likely or extremely likely to utilize them; however, only 32% are aware of their availability within the community.
- 81% believe mobile crisis services for residents with mental health or substance use disorder needs are very important, and 59% are likely or extremely likely to utilize them, however only 30% are aware of their availability within the community.

Top Five Quality of Life Issues*

Each figure represents the percentage of residents who chose the issue as one of their top three concerns. Combining all percentages will exceed 100.

1. Crime/Safety 40%
2. Access to Health Care 29%
3. Opportunities for Youth 23%
4. Elder Care Options 23%
5. Income/Employment 19%

Common Health Conditions*

- The following are health conditions and the percentages of respondents who reported being currently diagnosed or previously diagnosed with them.
 - High blood pressure 48%
 - High cholesterol 36%
 - Asthma 20%
 - Diabetes 19%
 - Depression or anxiety 18%

Access to Health Care Coverage*

- 86% of Twin Counties residents have any kind of health care coverage.
- 14% of Twin Counties residents do not have any kind of health care coverage.

Physical Activity*

- 52% of the residents of Edgecombe County and 48% of the residents of Nash County get the recommended amount of aerobic physical activity as recommended by the U.S. Centers for Disease Control and Prevention (CDC).

The CDC recommends aerobic physical activity “of moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination.”
- 39% of Twin Counties residents reported they would be interested in an adult sports league if offered by the county. Of these, 35% would like baseball or softball, and 29% would like basketball offered.

Nutrition*

- Less than 15% of residents reported meeting the statewide Healthy North Carolina 2020 objective of eating five or more servings of fruits and vegetables each day.
- 46% of residents reported eating one or two servings of fruits and vegetables each day.

Body Mass Index (BMI)*

- 8% of residents reported a height and weight considered underweight.
- 22% of residents reported a height and weight considered normal or a healthy weight.
- 35% of residents reported a height and weight considered overweight.
- 34% of residents reported a height and weight considered obese.

Alcohol, Tobacco and other Substance Use*†

- 19% of adults in Nash County and 22% of adults in Edgecombe County are current smokers. The Healthy North Carolina 2020 target is to reduce that to 13%.†
- 14% of survey respondents identified smoking and tobacco use as a quality of life community issue.*
- 7% of traffic crashes in Edgecombe and 6% of traffic crashes in Nash are alcohol related. The Healthy North Carolina 2020 target is 5%.†
- For Nash County, the unintentional opioid-related death rate was 10.3-14.7 per 100,000 persons as reported by the N.C. State Center for Health Statistics, 2012-2016. For Edgecombe County, the rate was 6.4-10.2 per 100,000 persons for the same time period. The statewide opioid-related mortality rate was 9.2 per 100,000 persons.†
- For both Nash and Edgecombe counties, the unintentional medication and drug death rate was between 12.1 and 16.9 per 100,000 persons as reported by the N.C. State Center for Health Statistics for the years 2012-2016. The statewide rate of unintentional medication and drug overdose deaths was 12.2 per 100,000 persons for that same time period.†

Recommended Additional Content

The following content is recommended to be tailored for the specific purposes of the interview.

- Upcoming events sponsored by the Partnership or by a member organization. E.g.: health fairs, adult sports leagues forming etc.
- Recent data on health in the Twin Counties that relates to the specific purpose of the interview. Links below will have the most recent data:
 - N.C. Division of Public Health Healthy N.C. 2020: <http://publichealth.nc.gov/hnc2020/>
 - U.S. Census Bureau Quick Facts <https://www.census.gov/quickfacts/fact/table/US/PST120217>
 - County Health Rankings & Roadmaps <http://www.countyhealthrankings.org/>
 - N.C. Child <http://www.ncchild.org/>
 - CDC National Center for Health Statistics <https://www.cdc.gov/nchs/index.htm>



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

[agency logo could go here]

Letter of Introduction to Faith Community Leaders

_____ [date]

Agency Title

Address

Address

Address

To Faith Community Leaders and Workers:

The _____ [member agency name] and The Twin Counties Partnership for Healthier Communities is excited to collaborate with you to bring information on health and wellbeing resources within Nash and Edgecombe counties to your faith community.

We are pleased to provide information in an easy to read and share format that could be included as a service handout (i.e., bulletin) or flyer given out at a meeting or social event.

Our research¹ has shown that community members identify ministers and religious officials as people they would talk to about mental health and substance abuse, and we hope to support your efforts in tending to the physical as well as spiritual needs of your community.

The following handouts were designed to address priority health areas as identified by members of the community during the 2017 Community Health Survey conducted by the Twin Counties Partnership for Healthier Communities in partnership with the North Carolina Institute for Public Health. For more information on how the survey data was gathered, please visit our website at www.twincountiespartnership.org.

We have handouts to assist your faith community members in:

- ❖ Setting personal goals in health and wellness
- ❖ Providing resources to help achieve these goals
- ❖ Connecting members to events, organizations and a community which supports health

We hope you enjoy!

Warm regards,

_____ [member agency point of contact signature]

¹ 2017 Community Health Survey, Twin Counties Partnership for Healthier Communities

Templates for Bulletin Inserts

EXAMPLE TITLE [Facts About: Mental Health and Substance Abuse in the Twin Counties]

What does [Mental Health and Substance Abuse] Look like in the Twin Counties?

- [%] of residents of the Twin Counties are impacted by [health topic].
- That means that [#] of members in our community need care.
- These numbers can compare to the state average of [%].



[Title]

If you or someone you know is experiencing [health topic], there are some recommended strategies for [health topic] that may help. These include:

- [Strategy 1 for seeking help]
- [Strategy 2 for seeking help]
- [Strategy 3 for giving help]

[Resources]

[Member Agency] is collaborating with the Twin Counties Partnership for Healthier Communities to address [health topic].

Get involved! Come to our [event title] on [date] at [place].

Find out more! Visit our websites at [agency website address] and [partnership website address].

[Member Agency Logo]



**Twin Counties Partnership
for Healthier Communities**

Serving communities in Nash and Edgecombe counties, North Carolina

TITLE [Facts About: Mental Health and Substance Abuse in the Twin Counties]

What does [Mental Health and Substance Abuse] Look like in the Twin Counties?

- ✚ [%] of residents of the Twin Counties are impacted by [health topic].
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[Resources]

[Member Agency] is collaborating with the Twin Counties Partnership for Healthier Communities to address [health topic].

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[Member Agency Logo]

TITLE [Facts About: Mental Health and Substance Abuse in the Twin Counties]

What does [Mental Health and Substance Abuse] Look like in the Twin Counties?

- ✚ [%] of residents of the Twin Counties are impacted by [health topic].
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- ✚ These numbers can compare to the state average of [%].

[Resources]

[Member Agency] is collaborating with the Twin Counties Partnership for Healthier Communities to address [health topic].

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[Member Agency Logo]

What does [Mental Health and Substance Abuse] look like in the Twin Counties?

- ✚ [%] of residents of the Twin Counties are impacted by [health topic]
- ✚ That means that [#] of members in our community need care.
- ✚ These numbers can compare to the state average of [%].

[Resources]

- ✚ [Member Agency] is collaborating with the Twin Counties Partnership for Healthier Communities to address [health topic].
- ✚ **Get involved!** Come to our [event title] on [date] at [place].
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[Member Agency Logo]

What does [Mental Health and Substance Abuse] look like in the Twin Counties?

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[Resources]

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[Member Agency Logo]