



Talking Points

Welcome

Hello! Welcome to the talking points section of the Communication Toolkit. In this section you will find talking points on the *History and Mission*, *2017 Community Health Survey*, *Next Steps with Survey Data*, and *Engaging with the Partnership* that you can draw from when giving an interview. Using the information provided in this, you can choose what is the best information for you to present that will be most impactful for your message.

Contents

Welcome	1
History and Mission Talking Points	2
2017 Community Health Survey Talking Points	2
Next Steps with Survey Data Talking Points	3
Engaging with the Partnership Talking Points	3
Data and Key Findings	4
Twin Counties Residents' Opinions on Health Resources	4
Top Five Quality of Life Issues	4
Common Health Conditions	4
Access to Health Care Coverage	4
Physical Activity	5
Nutrition	5
Body Mass Index (BMI)	5
Alcohol, Tobacco and other Substance Use	5
Recommended Additional Content	6



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

History and Mission Talking Points

- The Twin Counties Partnership for Healthier Communities is a network over 50 health and service organizations dedicated to supporting a culture of health and wellness in the Twin Counties.
- The Partnership was formed in 2015 and has three workgroups focusing on different health priorities. These workgroups are: 1) physical and behavioral health, 2) active living and 3) collaboration, communication and community outreach. These work groups are responsible for carrying out the work of the Partnership.
- Our goal is to bring together stakeholders from different sectors — including the public health departments, hospital system, public school system — to streamline efforts addressing health needs. That means we want to include organizations from large medical centers and providers to organizations providing direct services.
- We seek to address all the causes of health: the societal-level causes, such as infrastructure and environment; community-level causes, such as access to medical care, employment and education; and the individual-level causes, such as health beliefs and behavior.

2017 Community Health Survey Talking Points

- One of our goals was to really understand what people who live in our neighborhoods thought about their ability to live healthy lives. In March 2017, in collaboration with staff from the North Carolina Institute of Public Health at the UNC Gillings School of Global Public Health, we conducted a community health survey in Edgecombe and Nash counties. Over the course of six days, we knocked on over 1,000 doors and interviewed 324 community members. The households were selected through a randomized sampling methodology chosen to ensure a representative sample of the population would be interviewed.
- We asked residents to share their opinions on what they felt most influenced the quality of life in their community and what type of health improvement programs they considered important. We also asked questions related to their daily nutrition, physical activity and access to health care.
- The people we interviewed in both counties closely matched the demographics of residents of those counties. This means that our sample is representative of the counties overall in terms of age, education, race and ethnicity, and income. We're excited because that means our survey has produced results that can be generalized to each county as a whole.
- The survey was our first step to gather input from residents across our counties to inform the partnership efforts and give us reliable local data. We are very grateful to all the residents who shared their opinions so generously with us!



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

Next Steps with Survey Data Talking Points

- We're hoping to combine the findings of the survey with what we know are the root causes of poor health, for example, ways that we can make healthy changes on the societal- and community-levels so that people can make healthy changes on the individual-level.
- One of the things we learned was that most folks weren't getting the recommended weekly physical activity, but that they would use low-cost and free physical activity resources. With this in mind, we created a page on our website that features an interactive Twin Counties Healthier Communities Assets and Resources Map. We drew from maps that had been created by partners and tailored the information to what we found people were looking for but wasn't represented elsewhere, such as United Way's 211. Residents can select what they are looking for and then locations in the community pop up on a map.
- The map doesn't just contain places to be physically active, though. Community members can also search for free and low-cost health care facilities, and farmers markets and vegetable stands to find places to buy healthy foods.

Engaging with the Partnership Talking Points

- For community members looking for resources, visiting our website is a great place to start. Go to www.twincountiespartnership.org, and if you go to the "Resources" page the Twin Counties Healthier Communities Assets & Resources Map is there. There's also a community calendar where you can look to see if there are any upcoming events you'd like to get involved in. Our member organizations do a lot of fabulous work as well, and you can see a list of them with links to their websites on our "About Us" page, too.
- There are many benefits to being a member of the Partnership and it's free to join. We value the network we've created because we can promote each other's events and help get the word out about improving health in the community. We also have a Toolkit we've designed for member agencies to use to share their work in collaboration with the Partnership. And, of course, the more agencies we can bring together the more resources and referrals we can offer to the community!
- For agencies and organizations in the area, if you'd like to get involved we'd love to have you as a member of the Partnership! Reach out to Becky Copeland at rlcopeland@nhcs.org to get information about joining us. That contact information is also available on our website, where you can read the "About Us" page, which contains our Mission and Vision and more information on our organizational structure.



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

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 Opinion 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.



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

- 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.†



Twin Counties Partnership for Healthier Communities

Serving communities in Nash and Edgecombe counties, North Carolina

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>