Rowan County

2018

Community Health and Human Service Needs Assessment

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November 2018

Dear Rowan County Citizens,

Rowan County is a county of historical significance to our great state. It is branded with the uniqueness for originality and sustained by the contributions of many. Our willingness to partner and rally together is one of our main strengths of why we have been and will continue to be so successful.

Since 1991, Rowan County United Way, Novant Health Rowan Medical Center, Rowan County Health Department, and this year Healthy Rowan, have joined together to analyze the health and well-being of our community. The partnership underscores the importance of working together to make measurable improvement in the quality of life for all citizens in Rowan County.

This process, which occurs every three to five years, is a comprehensive community examination known as the Rowan County Health and Human Service Needs Assessment. It gathers information from citizen opinion surveys, focus groups and statistical data. This information helps our community to identify the health and social needs within our community.

As part of this process, both guidance and leadership were provided through an Advisory Committee consisting of representatives from the Blanche and Julian Robertson Foundation, City of Salisbury, Rowan Department of Social Services, Rowan Salisbury Schools, Rufty-Holmes Senior Center, Smart Start Rowan, as well as the four previously mentioned partners. Broad community involvement by non-profit, government, education, and business organizations occurred through a series of Steering Committee meetings. The many hours volunteered by the Advisory Committee and the input provided by Rowan County residents have been invaluable to this process. Additional funding support was provided by the Salisbury Community Foundation.

UNC Gillings School of Global Public Health has provided the expertise and capacity to support a multi-faceted project of this significance. It is with appreciation that we acknowledge their role with the assessment and report.

We hope the findings of this needs assessment will be used to focus our communities' energies and resources toward the creation and implementation of three action plans. By doing this, our community will grow and improve, while preserving the tradition of greatness and our desire to be an original.

It takes all of us working together to make a positive impact on the issues identified. Please join us in making Rowan County a healthier community for all.

Sincerely,

Bill Burgin
Rowan County United Way

Jessica Ijames
Novant Health Rowan Medical Center

Nina Oliver
Rowan County Health Department

Alyssa Smith
Healthy Rowan

Acknowledgements

We would like to thank all the organizations, community stakeholders and residents of Rowan County who participated in the assessment process and helped us to select priorities aligned with the community's needs. We are grateful to residents for their generosity in sharing their perspectives and experiences in the Community Opinion Survey, the focus groups and the three Steering Committee meetings. Their gift enabled us to include their voice in this assessment.

We would also like to thank the members of our Advisory Group, who guided the assessment from beginning to completion through instrument review, survey collection, focus group hosting and coordination and action planning.

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Executive Summary

The social, economic and physical well-being of a community is affected by the way the community is built and resources available to residents as they live, learn, work and play. To use resources effectively, it is important to understand the strengths and weaknesses that exist, how people know about and access resources and what barriers exist that create gaps of unmet needs in the community.

Leadership and Collaboration

To accomplish this, the Rowan County United Way worked with the Rowan County Health Department, Novant Health Rowan Medical Center and Healthy Rowan to do a community needs assessment with support from the North Carolina Institute for Public Health at the UNC Gillings School of Global Public Health. Between March and November 2018, agency and community partners completed a Community Health and Human Service Needs Assessment.

Image courtesy of Rowan County Tourism Development Authority

Data Collection and Findings

As the Community Health and Human Service Needs Assessment progressed through phases, major milestones included establishing the Advisory Group and Steering Committee teams, developing a survey and doing door-to-door interviews with a representative sample of Rowan residents, collecting secondary data through publicly available sources and community partners and holding seven focus groups with selected groups of residents. The information gathered during this phase is summarized in Chapter 3: Assessment Findings.

Priorities and Action Plans

The next phase's major milestones included hosting two Steering Committee meetings to examine and discuss the data findings. From the data presented, nine areas were selected as being the most critical areas for Rowan County to focus and act upon. Data on these focus areas were presented in a third Steering Committee meeting that was open to the public and attendees were asked to vote on the top three priorities. Following the selection of three priority areas, topic stakeholders for each area met to develop potential action plans. Information collected during this phase is found in Chapter 4: Community Priorities and Chapter 5: Prevention and Health Promotion Resources.

Priority 1: Substance Use

Addiction to drugs or alcohol is a chronic health condition and those who suffer from it are at risk for early death, certain diseases, injury and disability. Misuse of prescription painkillers and use of heroin and opiates have increased dramatically nationwide, including in North Carolina and in Rowan County. Substance abuse can contribute to family instability, loss of employment, child neglect, poverty, involvement in the criminal justice system and violence.

- Illicit drug use, medication misuse and alcohol abuse were identified as the #1, #3, #7 top community issue in the Community Opinion Survey, respectively.

- One in five of respondents reported that a friend or family member had been affected by the use of prescription painkillers such as opioids or heroin. Of those, 43% said that their friend or family member did not seek treatment.

- According to the State Center for Health Statistics, the rate of opiate poisoning deaths for Rowan County is 20.9 deaths per 100,000 (2016). This is higher than both peer counties (16.4 in Davidson, and 18.91 in Gaston), and approximately twice as high as the State rate (11.7).

Existing resources identified during the Action Planning session included treatment centers in Rowan County, initiatives led by the Opioid Task Force and the Rowan County Health Department, a federally funded prevention program, and an upcoming conference for business and community leaders on whole person health. Needs identified as areas of opportunity for the community included additional treatment programs and facilities and the development of resources to be shared between and across agencies.

Priority 2: Mental Health

Mental health includes emotional, psychological, and social well-being, and it is an important part of our lives. It affects how we function, what choices we make and how we interact with others. Mental health and mental illness are related, yet different. A person could be experiencing a poor mental health day, where they feel sad or anxious, but not have a mental illness. Mental health can change over time, and at different points in a person's life. Chronic mental illness, especially depression, can put someone at heightened risk for stroke, type 2 diabetes, and heart disease.

- In the Community Opinion Survey, residents reported an average of 2.9 days per month when their mental health was "not good." Thirteen percent of residents reported more than 20 days of poor mental health.

- Twenty-two percent of residents surveyed report being diagnosed with depression or anxiety.

- The 2016 suicide rate in Rowan County is 18.2 per 100,000 (Log Into North Carolina Database, 2016). The Healthy NC 2020 target is 8.3.

Resources identified sessions included existing mental health care providers. Opportunities for the county to expand beyond these providers might include additional facilities and programs, specifically to help the recently incarcerated population and combat mental health stigma.

Priority 3: Healthy Lifestyle Behaviors

Chronic diseases are among the most common, costly and preventable health problems in the United States. Lifestyle risk factors, which include nutrition, physical activity, tobacco use and excessive alcohol consumption, all contribute to these diseases. Sufficient nutrition is important to human growth and development. However, excessive calorie intake can lead to obesity, which increases the risk of developing health conditions like type 2 diabetes, high blood pressure, heart disease, kidney disease and stroke. Increased physical activity helps reduce the risk of disease and contributes to mental well-being. Smoking is the leading cause of preventable death in the United States.

- The top four causes of death in Rowan County – cancer, heart disease, stroke and chronic respiratory disease – are all affected by health behaviors (NC Center for Health Statistics, 2018).

- One in four residents surveyed reported that they smoke cigarettes or use a tobacco product daily. Sixty-five percent reported they support a tobacco-free policy for the County.

- Nearly 1 in 10 of the survey respondents reported having cut or skipped meals or sought reduced cost community meals because there wasn't enough money for food.

Resources identified included existing city and county parks and recreation locations and programs, the three YMCA locations in Rowan County, as well as initiatives led by Healthy Rowan and the Rowan County Health Department to improve nutrition, increase physical activity and reduce tobacco and e-cigarette use. Programs needed included expanding access to nutritious food, promoting access to physical activity and developing a mechanism for agencies to collaborate.

Chapter 1: Introduction

The Community Health and Human Service Needs Assessment

A Community Health and Human Service Needs Assessment seeks to identify underserved populations or unmet need within a community and guide stakeholders in the prioritization of resources. Through the systematic collection of primary and secondary data, a needs assessment reveals both community resources and community deficits. It identifies trends, and compares county status to peer counties, the State and statewide targets to identify problem areas. This process informs the conceptualization of what issues exist and what community components can be leveraged to address them.

Collaboration

A needs assessment is a powerful tool for all stakeholders and often includes partners from multiple sectors of the community. To avoid duplication among agencies and to streamline action efforts, the Rowan County United Way established a coalition with the Rowan County Health Department (RCHD), Novant Health Rowan Medical Center, Healthy Rowan and other community partners.

The RCHD completed their last CHA in 2015, and this 2018 assessment fulfills their requirements as mandated by NC Local Health Department Accreditation legislation.

As a tax-exempt hospital, Novant Health Rowan Medical Center is required by the 2012 Affordable Care Act (ACA) to conduct a community health needs assessment every three years.

For the Rowan County United Way and Healthy Rowan, the assessment process enables them to identify, measure and document health and human service needs to better serve Rowan County.

Additionally, over 80 individuals from Rowan County agencies and the community contributed leadership and participation to the Advisory Group and Steering Committee to complete a Community Health and Human Service Needs Assessment.

Community Engagement

The community needs assessment process was designed to include and amplify the voices of the residents of Rowan County. Community members provided input through the Community Opinion Survey, which took place May 10-12, 2018 and various evenings May 22 through June 12, 2018. A total of 169 residents participated in the survey. The survey was rigorously designed with a 2-stage cluster sampling methodology to ensure the results are representative of and generalizable to all residents of Rowan County. Specific details about the survey are provided in Appendix A.

Seven focus groups were held between June 8, 2018 and June 22, 2018. Seventy residents of Rowan County participated in the focus groups. Specific details about the focus groups are provided in Appendix B.

During the priority selection process, an open Steering Committee Meeting was held, and the public was invited to come hear a data presentation and vote on three priority areas. Over 50 residents, community organization leaders and community stakeholders gathered to review data on nine focus areas and vote on the top three priorities. These priorities were then approved by the Advisory Group.

The Community Needs Assessment Process

A needs assessment collects information and data on the county from three main sources: secondary data, primary data and community input. Secondary data are gathered from existing repositories, including federal, state and local government entities, as well as the nonprofit sector. A table of sources is available in Appendix C. Secondary data are collected for the assessment county as well as peer counties, to allow comparison between similar counties. Primary data are gathered from the county itself through a mixed-methods approach of quantitative and qualitative data. The findings from the data are then presented back to either the community or both the community and community stakeholders together for their input on how the data compare to or reflect their experience of living and working in the county. Assessment leadership then determines priorities and writes action plans to address the needs identified through the assessment process.

The peer counties, Davidson and Gaston, were selected for their geographic proximity and demographic similarity to Rowan County. Data points were also compared to the State's Health Improvement Plan, Healthy N.C. 2020, where applicable.

Figure 1: Map of Counties in North Carolina
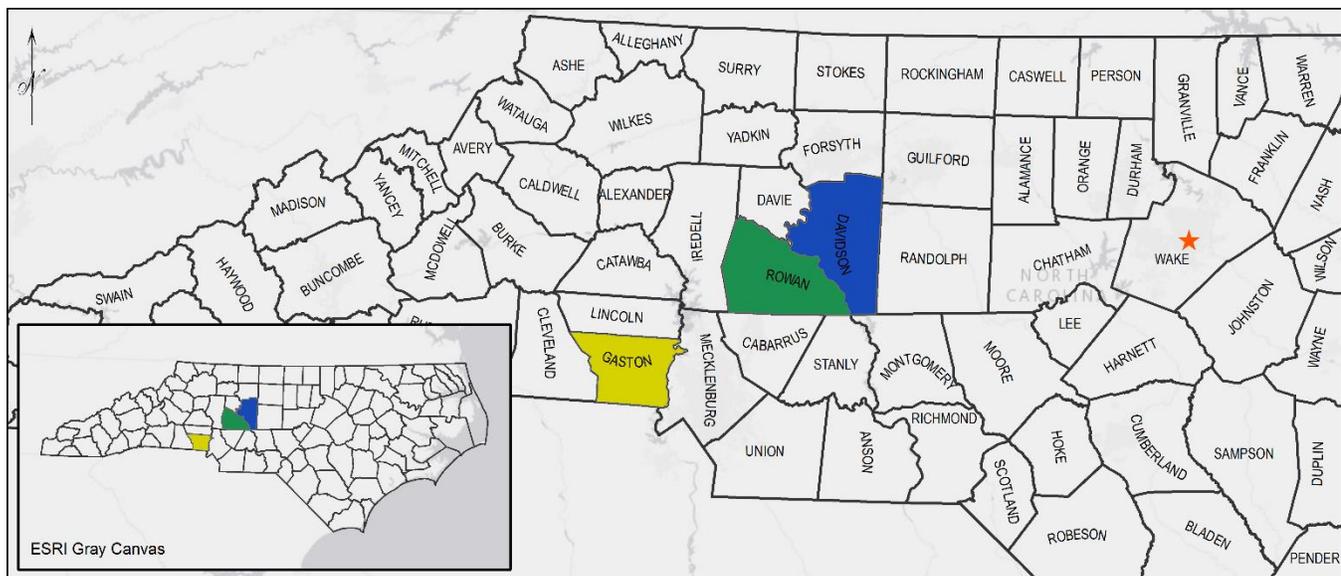
The North Carolina Department of Health and Human Services recommends eight standard steps for completing the assessment. The eight steps are:

1. Establish a community needs assessment team
2. Collect primary data
3. Collect secondary data
4. Analyze and interpret primary and secondary data
5. Determine health priorities
6. Create the report document
7. Disseminate the report document
8. Develop community action plans

Chapter 2: Rowan County Community Profile

History and Geography

The area today know as Rowan County was formed in 1753 from land broken off from Anson County. It was named after Matthew Rowan, the governor of North Carolina from 1753-1754. The Saponi and Catawba tribes resided in present-day Rowan County prior to arrival of predominately German and Scotch-Irish settlers in the mid-1700s. Rowan County is located in Western North Carolina, and borders Cabarrus, Davidson, Davie, Iredell and Stanly counties. Rowan County is made up of approximately 511 square miles of land and 12 square miles of water. Rowan County shares its largest body of the water, High Rock Lake, with Davidson County.

The county consists of the 11 municipalities of China Grove, Cleveland, East Spencer, Faith, Gold Hill, Granite Quarry, Kannapolis, Landis, Rockwell, Salisbury and Spencer. Salisbury, the seat of county government, is situated near Interstate 85, approximately 45 miles north of the city of Charlotte, NC, and 52 miles south of the city of Greensboro, NC.

Economy

The North Carolina Department of Commerce designated Rowan County a Tier 2 county in 2018, indicating it is moderately economically distressed compared to other counties in the state. Historically, Rowan County has been home to several large textile mills which provided much of the employment opportunity. These included the Salisbury Cotton Mill, founded in 1894, and then followed by the Vance Cotton Mill and the Kesler Cotton Mill. This industry reached its height in the 1970s and has been in decline since. In 2003, the abrupt closing of the Pillowtex Corp. in the biggest textile shutdown in the United States history cost nearly 5,000 jobs in North Carolina, and two mills and more than 700 jobs in Rowan County specifically. Today, the top three employment sectors include health care and assistance, manufacturing and retail trade. The largest private employer is Food Lion, which is headquartered in Salisbury. The largest public employer is the Rowan-Salisbury School System.

Demographics and Population Trends

Based on 2016 US Census Bureau estimates, the population for Rowan County is 139,933. The median age is 40.7 years. Rowan County has the lowest percentage of females (50.7%) and highest percentage of males (49.3%) compared to the State and peer counties.

Table 1: General Demographic Characteristics, 2016

Location	2016 Total Population	Number Males	Population Male (%)	Median Age Males	Number Females	Population Female (%)	Median Age Females	Overall Median Age
Rowan County	139,933	68,993	49.3	39.3	70,940	50.7	42.1	40.7
Davidson County	164,926	80,522	48.8	41.5	84,404	51.2	43.6	42.6
Gaston County	216,965	104,778	48.3	38.7	112,187	51.7	41.5	40.1
State of NC	10,146,788	4,932,952	48.6	37.2	5,213,836	51.4	40.1	38.7

Source: US Census Bureau, American FactFinder, PEPSR6H: 2016 Annual Estimates of the Resident Population.

Population is steadily growing in Rowan County. From the years 2000 to 2010, Rowan County experienced a 6.2% growth, compared to Davidson County (10.6%), Gaston County (8.3%) and the state (18.5%). Population in Rowan County is projected to continue to grow, although at a lower rate of 4.6%, between 2010 and 2020.

On a trend comparable to both peer counties and the State, the percentage of the population age 65 and older is growing and projected to grow at a rate of 29.9% between 2010 and 2020. As of the 2010 US Census, 14.4% of the County's population was over 65, and that is projected to grow to 21.6%, or 1 in 5 residents, in 2030. Average life expectancy for persons born between 2014-2016 is 75.3 years (NC Center for Health Statistics). The Healthy NC 2020 target for life expectancy is 79.5 years.

Figure 2: Population Density (population per square mile), by U.S. Census Block Groups, 2012-2016
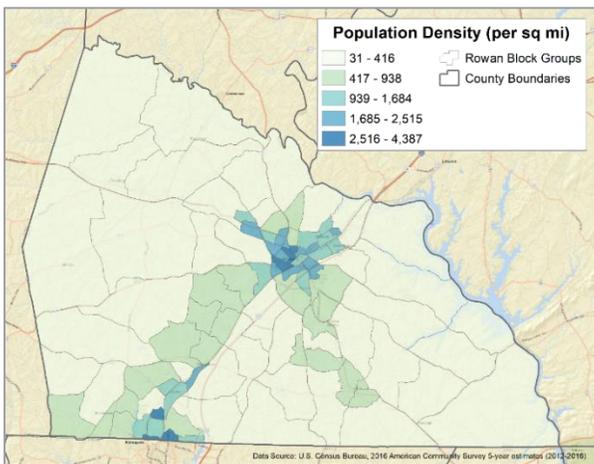
Source: Source: US Census Bureau, American Community Survey, 2016 5-year estimates, Table B01003 Total population, Block Group, Rowan County; http://factfinder2.census.gov.

Figure 3: Population Growth Trends
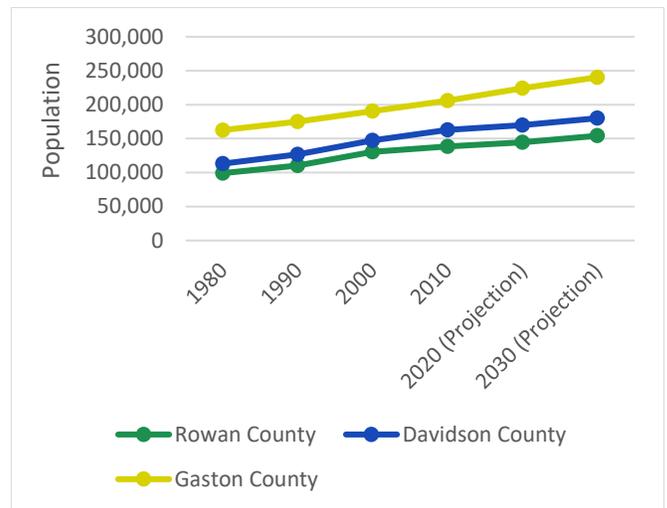
Source: Log Into North Carolina (LINC) Database, 2018

Figure 4: Elderly Population Growth Trends
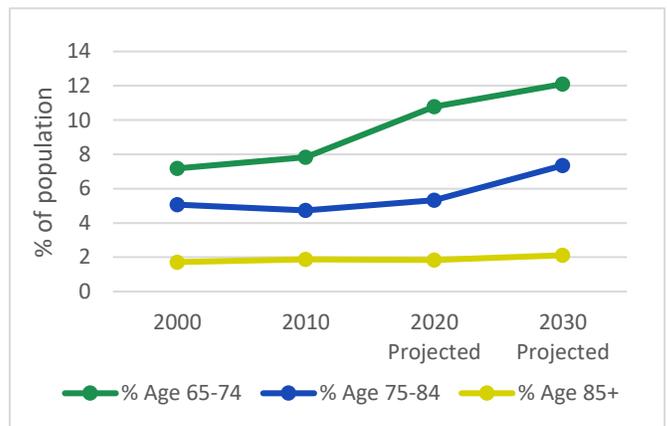
Source: US Census Bureau, American FactFinder. Profile of General Demographic Characteristics: 2000, 2010

The birth rate in Rowan County has declined from 12.5 per 1,000 women to 11.4 per 1,000 women between 2005 and 2016. According to the NC State Center for Health Statistics, the 2012-2016 five-year estimate shows variation in the birth rate by race and ethnicity. Hispanics accounted for 65% of the county's growth between the 2000 and 2010 censuses. The Hispanic population grew from 5,369 in 2000 to 10,644 in 2010 (NC State Center for Health Statistics, Health Data, County Level Data, County Health Databook, 2018; US Census Bureau, 2000 Census, 2010 Census).

Population Growth
Hispanics accounted for 65%
of the County's growth
between 2000 and 2010

According to the US Census Bureau 2016 estimates, 4 out of 5 Rowan County residents are non-Hispanic white, while 16.0% are Black or African American, 0.3% is American Indian or Alaskan Native, 1.1% are Asian, Native Hawaiian, or Other Pacific Islander. Within Rowan County, approximately 8.4% of residents are Hispanic or Latino of any race.

Focus Group Findings

The Hispanic/Latinx focus group identified crime, racial tensions, bullying and drugs in school, and lack of good job opportunities in Rowan County. Participants also discussed the difficulty of making medical appointments as a barrier to health services, and concerns about immigration status and the lack of information in Spanish being barriers to people seeking help. This group also identified the burden of unaffordable health insurance on the household budget, and the complementary priority of access to preventative health care. Their priorities included transportation, improving race relations, safety, more educational programs and more local jobs with better wages.

Figure 5: Birth Rate by Race and Ethnicity
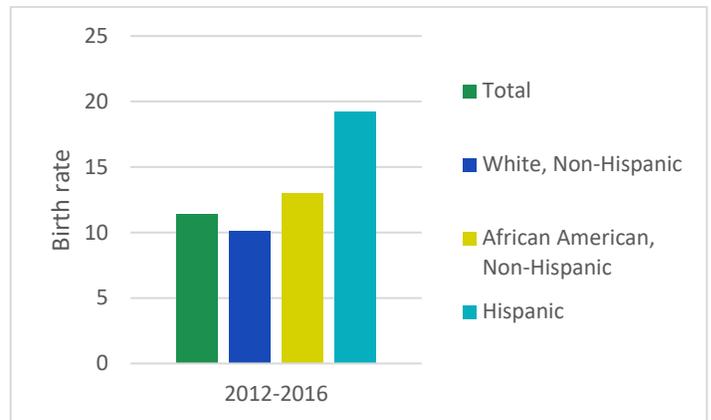
Source: NC State Center for Health Statistics, Health Data, County Level Data, County Health Databook, 2018

Figure 6: Percent of Population by Race/Ethnicity, 2016

21.4% Black or African-American

63.5% White

9.2% Hispanic or Latino of any race

2.9% Asian, Native Hawaiian and Other Pacific Islander

1.8% Two or more races

1.1% American Indian and Alaskan Native

DAVIDSON COUNTY

ROWAN COUNTY

GASTON COUNTY

	Rowan County %	Davidson County %	Gaston County %
White	72.7	80.5	73.5
Black or African-American	16	9.3	16.2
Hispanic or Latino of Any Race	8.4	7	6.8
Asian, Native Hawaiian and Other Pacific Islander	1.1	1.4	1.5
Two or More Races	1.5	1.4	1.8
American Indian and Alaskan Native	0.3	0.4	0.4

Source: US Census Bureau, Population Estimates: 2016 Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin.

The US Census Bureau estimates that veterans make up 9.1% of the population age 18 and older, slightly higher than Davidson (8.5%) and Gaston (8.6%), but comparable to the State (9.0%). Of the veteran population, 6.2% is 18-34 years, with the remainder fitting equally into 35-54 years, 65-74 years, and >75 years (US Census Bureau, 2012-2016 American Community Survey 5-Year Estimate, Veteran Estimate).

Of the civilian noninstitutionalized population, 15.9% live with a disability such as hearing, vision, cognitive, ambulatory, self-care or independent living difficulty. One-third (29.5%) of Rowan residents 65-74 years, and over half (54%) of the 75 years and older population lives with a disability (US Census Bureau, 2012-2016 American Community Survey 5-Year Estimates, Disability Characteristics, S1810).

Rowan residents 65-74 years of age

living with a disability: 29.5%

Rowan residents 75 years and older

living with a disability: 54%

FOCUS GROUP FINDINGS

The focus group conducted with persons living with physical disabilities found specific concerns around access to transportation, access to healthcare, availability of adequate nutrition, financial instability and social isolation. This group reported being highly reliant on either neighbors, family, or public services to be able to get to healthcare appointments or to purchase groceries, which caused fear and insecurity. They valued their independence, but felt that the public assistance programs were very difficult to navigate and did not adequately address their needs for care in the home. Additionally, this group noted concern that pain medication would be more difficult to access due to response to the opioid crisis.

Other Vulnerable Populations

Age, socioeconomic status, disability, and English language proficiency can influence a population's physical, emotional, social, and economic wellbeing. The following table presents a summary of populations who may be more vulnerable in Rowan County.

Table 3: Vulnerable Population Groups in Rowan County, 2012-2016

Age	% of Total Population
<5 years old	5.7%
5 to 19 years old	19.5%
>65 years old	16.3%

Other Characteristics	% of Total Population
Uninsured (all ages)	12.7%
Living below poverty line	18.0%
Disabled	15.9%
Language spoken at home a language other than English	21.1%

Sources: US Census Bureau, 2012-2016 American Community Survey 5-Year Estimates, Demographic and Housing Estimates; US Census Bureau, Small Area Health Insurance Estimates (SAHIE), 2016; US Census Bureau, 2012-2016 American Community Survey 5-Year Estimates, Selected Social Characteristics in the United States.

Chapter 3: Assessment Findings

Community Concerns

During the primary data collection phase, community members were asked to share their top concerns on the Community Opinion Survey and in the focus groups.

Two questions from the 2018 Community Opinion Survey asked residents to select from a list provided the top three issues that they believed most affected the quality of life in Rowan County. The first asked about community issues or services, the second asked about health and safety. Combined and ranked, Figure 7 represents the top 10 community concerns reported by Rowan County residents from available choices. Because respondents were asked to pick three, percentages will exceed 100%.

Figure 7: Top 10 Combined Community Concerns
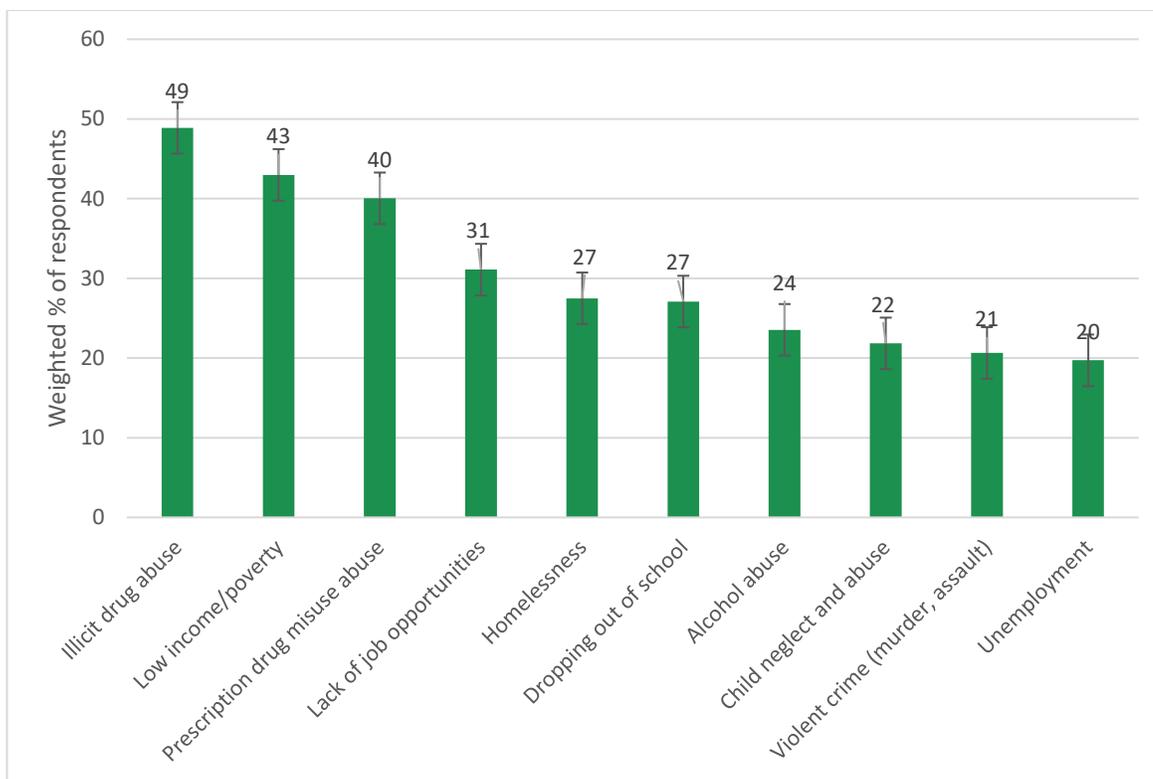
Source: Rowan County Health and Human Service Needs Assessment, 2018

The focus groups were not given a list of top quality of life and health and safety concerns, but were instead each asked an open-ended question about what things concern them most about living in Rowan County. Table 4 presents the top concerns identified from all the focus groups, with each dot indicating that focus group participants brought up and discussed it. Not all issues were brought up in every focus group.

Table 4: Top 10 Concerns from Focus Groups

Focus Groups	Illicit and Prescription Drugs	Unemploy-ment	Crime and Violence	Racial Inequality	Trans-portation	Youth Development and Education	Affordability of Services	Access to Healthy Nutrition	Poverty	Access to Housing
Elderly	•		•	•	•			•		
Youth	•		•			•	•	•	•	
Homeless		•	•	•	•	•	•	•	•	•
Disability		•			•		•		•	•
Business	•	•	•	•	•	•		•		
Non-Profit	•	•	•	•	•	•	•	•	•	•
Latinx	•	•	•	•	•	•	•	•		•

Source: Rowan County Health and Human Service Needs Assessment, 2018

TOP PRIORITIES AS IDENTIFIED BY FOCUS GROUP PARTICIPANTS

- Employment
- Violence and Safety
- Health Accessibility
- Transportation
- Community Resource Referrals and Education

Near the end of the discussion, participants were asked to reflect on all the concerns they had talked about that day and to share what they would prioritize (Table 4). Each priority area or concern in Table 4 reflects a number of factors that impact that topic. For example, employment included the availability of local jobs, specifically jobs that provide health benefits and are accessible by public transportation, higher wages, removing criminal record barriers to employment, and creating a workforce that is attractive to employers. Violence and safety included reducing gun violence, drug use, gangs, elder abuse, school shootings, and increasing law enforcement funding. Health accessibility included the availability of affordable insurance and the cost burden of health care, the language barriers to care, and participants recommended an increase in number of free clinics and reducing the eligibility barriers to federal and State assistance programs. Transportation touched many of the other areas, but primarily the discussion focused on increasing rides in rural areas, making ridership easier for those who speak English as a second language, and increasing the availability and reducing the cost of demand rides for the elderly and disabled. Finally, discussions that identified the community resource referrals and education recommended that there be more work done to share community education on how to live healthy lifestyles, as well as information on what resources, services and programs the community offers.

Social and Economic Indicators

Indicators on income, education, transportation, crime and housing illustrate how well the community is doing at meeting social service needs.

Income and Employment

The 2016 American Community Survey estimated that the median per capita income for Rowan County was $22,463, compared to Davidson ($23,146), Gaston ($23,710), and the State ($26,779). Projected median household income was $44,494, nearly even with Davidson (44,469) and Gaston (44,288), but below the State ($48,256).

Sixty-three percent of working residents of Rowan County work within the county, whereas 35% commute to another county. For comparison, 47% of Davidson and 58% of Gaston residents work within county (US Census Bureau, American FactFinder, 2012-2016 American Community Survey 5-Year Estimates, Table B08007: Sex of Workers by Means of Transportation to Work. County, North Carolina).

INCOME/EMPLOYMENT ISSUES IDENTIFIED AS AFFECTING QUALITY OF LIFE *

43%: Low income/poverty

31%: Lack of job opportunities

20%: Unemployment

*Percentage of respondents to the Community Health Opinion Survey who identified each issue as one of the top three affecting the quality of life in Rowan County.

Table 5: Top 5 Employment Sectors, Rowan County

Sector (Major Employers)	% of Total Employment in Sector
Health Care & Social Assistance (Novant Health, Bayada Home Health Care Inc., etc.)	19%
Manufacturing (Freightliner Corp, Continental Structural Plastics, etc.)	17%
Retail Trade (Food Lion, Wal-Mart Associates Inc., etc.)	11%
Accommodation & Food Services (McDonalds, etc.)	9%
Transportation & Warehousing (R & L Carriers Shared Services LLC)	8%

Source: NC Department of Commerce, Economic Intelligence Development System, Business Data, Top Employers, by County, 2017 Q4.

Table 6: Largest Employers in Rowan County, 2017

Rank	Employer	Industry	No. Employed
1	Food Lion	Trade, Transportation, & Utilities	1000+
2	Rowan-Salisbury School Systems	Education & Health Services	1000+
3	Veterans Administration	Public Administration	1000+
4	Freightliner Corp	Manufacturing	1000+
5	Rowan Regional Medical Center (Novant Health)	Education & Health Services	1000+
6	Rowan County	Public Administration	1000+

Rank	Employer	Industry	No. Employed
7	Rowan Cabarrus Comm College	Education & Health Services	500-999
8	Dept of Public Safety	Public Administration	500-999
9	City of Salisbury	Public Administration	250-499
10	Continental Structural Plastics	Manufacturing	250-499
11	R & L Carriers Shared Services LLC	Trade, Transportation, & Utilities	250-499
12	Aldi	Trade, Transportation, & Utilities	250-499
14	United Parcel Services Inc	Trade, Transportation, & Utilities	250-499
14	Catawba College	Education & Health Services	250-499
15	Wal-Mart Associates Inc	Trade, Transportation, & Utilities	250-499
16	McKenzie Taxidermy Supply	Trade, Transportation, & Utilities	250-499
17	Products Quest Manufacturing LLC	Manufacturing	250-499
18	McDonalds	Leisure & Hospitality	250-499
19	Wayne Brothers Inc	Construction	250-499
21	Clayton Mobile Homes	Manufacturing	250-499
21	YMCA of Rowan County	Leisure & Hospitality	250-499
22	Gamewell Mechanical	Construction	250-499
23	Livingstone College (A Corp)	Education & Health Services	100-249
24	Bayada Home Health Care Inc; Wayne Brothers Inc	Education & Health Services	100-249
25	Staffmasters Inc	Professional & Business Services	100-249

Source: NC Department of Commerce, Economic Intelligence Development System (EDIS), Business Data, Top Employers, by County 2017 Q4; https://www.nccommerce.com/lead/data-tools/industry/top-employers

While unemployment has steadily declined since the Great Recession, poverty levels have remained largely unchanged (Figure 8, 9). Rowan County remains comparable to both peer counties and the State in these measures. The Healthy NC 2020 target is to reduce the number of individuals living in poverty to 12.5%, but as of 2016, 18% of the population of Rowan County lives in poverty. Examining the Rowan poverty data by US Census Tract, the deepest levels of poverty in Rowan are clustered close to Salisbury and south-east of Interstate 85 (Figure 10).

Poverty does not affect all races and ethnicities equally. Fourteen percent of Rowan County's white population is in poverty, compared to 32% of the Black or African American population and 32% of the Hispanic/Latino population, meaning 1 in 3 Black or Hispanic community members are in poverty (US Census Bureau, 2016).

Black or African-American and Hispanic/Latino residents living in poverty: 32% or 1 in 3

Figure 8: Unemployment Rate Trend, 2008-2016
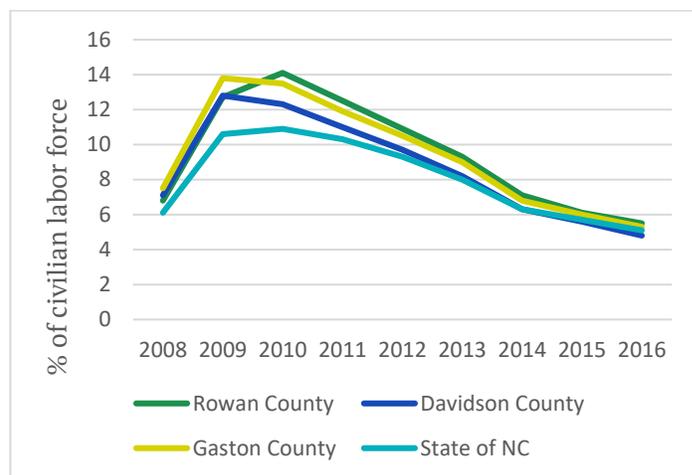
Source: North Carolina Department of Commerce, Labor and Economic Analysis Division (LEAD). Local Area Unemployment Statistics (LAUS) - Unemployment Rate. http://accessnc.nccommerce.com/

> "It's amazing the definition of workforce development has changed over the last few years. Who would have thought problems would be background checks and drugs? Those were the givens back in the day. It used to be you had those. I was looking for the next level of stuff. It's a different level. It's almost like babysitting or workforce development, but we have to find a way to work with these people and get them qualified [for work]. Help them understand that this is how you deal with your criminal background and what we can do to help you. 'This is what you're going to have to do for your own health to be eligible for a job. This is the work ethic.' It's really a frustrating thing. It is something that should take care of itself, but it doesn't. So, we're going to have to address it."
>
> - Participant, Business Leaders

HEALTHY NC 2020 OBJECTIVE

Decrease the percentage of individuals living in poverty.

Target: 12.5%

Rowan: 18%

FOCUS GROUP FINDINGS

The Business Leaders Focus Group focused on harnessing technology and innovation in industry growth. They also spoke specifically of the need for more workforce readiness, citing jobs they had open but could not find skilled and reliable workers to fill. Substance abuse and the inability to pass a drug test were specifically mentioned as barriers to employment.

Figure 9: Poverty Rate Trend, 2006-2016
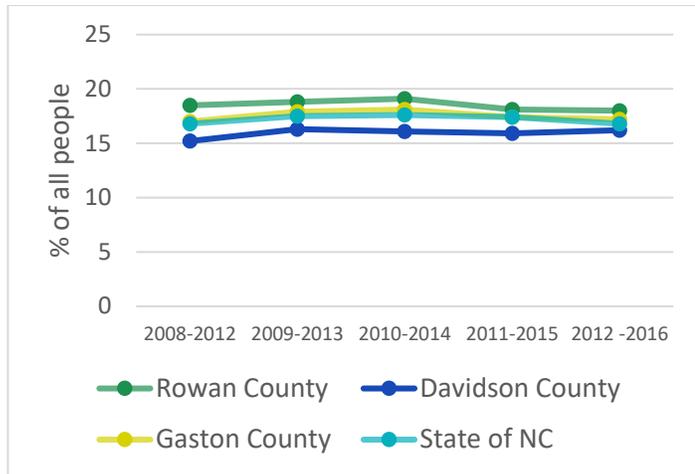
Source: US Census Bureau, American FactFinder, American Community Survey, 2010, 2011, 2012, 2013, 2014, 2015, 2016 ACS 5-Year Estimates, Table DP03: Selected Economic Characteristics, County, North Carolina (Counties as listed); http://factfinder2.census.gov

FOCUS GROUP FINDINGS

The non-profit and government agency leaders focus group identified poverty, language barriers, lack of mental health services, lack of community education on resources and lack of transportation in rural areas as concerns for Rowan County. Specific community health concerns included the opioid epidemic and its impact on children, and chronic diseases due to obesity and lack of physical activity. Recommendations for priorities were jobs with health benefits, affordable health care, chronic disease and healthy lifestyles and preventing and treating childhood trauma.

> "I can work. My mind works pretty good. My memory is shot sometimes. Everywhere you go, the thing is that if you're over 55, you're considered seasoned. You're too old. Why? If nothing else, give me a job answering the phone. I can do data entry. So, I have to sit and live off Social Security. I'm 68. I'm not trying to be rich at this age. Let me have some extra so after my little bit of money is gone, I can get up on Tuesday and buy a new dress, and I can do that because I work enough to be able to."
>
> - Focus Group Participant, People Living with Disabilities Focus Group

Figure 10: Percentage of the Population Below Poverty Level, By U.S. Census Tract, 2012-2016
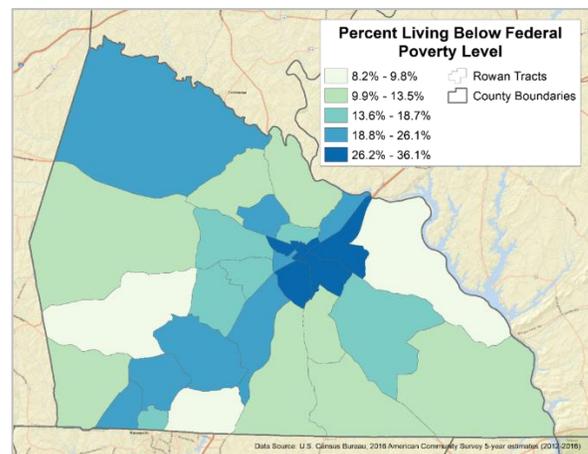
Source: US Census Bureau, American FactFinder, American Community Survey, 2012- 2016 ACS 5-Year Estimates, Table DP03: Selected Economic Characteristics, County, North Carolina (Counties as listed); http://factfinder2.census.gov

Youth and Education

Education prepares children with critical thinking, knowledge and skills they will use throughout their life. Academic achievement can prepare youth for careers and build a ready workforce for a county. Education also impacts health outcomes throughout the lifespan. People with higher levels of education have lower rates of obesity and tobacco use, higher rates of having health insurance and longer life expectancies than their less educated peers.

Rowan County has one charter school, 12 private schools, 20 public elementary schools, 7 public middle schools and 7 public high schools (NC Division of Non-Public Education, School Listing by County, as of September 1, 2018, Public Schools of North Carolina; State Board of Education, Department of Public Instruction, Office of Charter Schools, as of August 23, 2018).

Rowan County is home to two colleges, Catawba College and Livingston College. Located in Salisbury, Catawba College offers undergraduate programs, select evening/adult undergraduate programs and one graduate program in STEM Education. The college enrolls 1,325 students from 36 states and 19 countries and provides all students with financial aid. Located in Salisbury, Livingston College is a historically black college which offers 20 bachelors level fields of study. It enrolls 1,200 students on its 272 acre campus.

The Rowan-Cabarrus Community College offers 32 degrees, 30 diplomas and 152 certificate programs. It also supports job trainings throughout the county, and in 2017 was awarded a Golden LEAF grant to address a "skills gap" through training technicians in manufacturing.

The 2018 Rowan County Community Opinion Survey found that the top challenges for children in school were bullying, stress and mental health, peer pressure and not taking school seriously. Of the households with children, a third reported that their children were doing "excellent" in school, with approximately a quarter each, respectively, reporting their children were doing "very good" or "good". End of grade test scores in reading and math show that Rowan is underperforming when compared to peer counties and the State (Figures 11, 12).

Figure 11: 3rd Grade End-of Grade Test Proficiency, 2016-2017
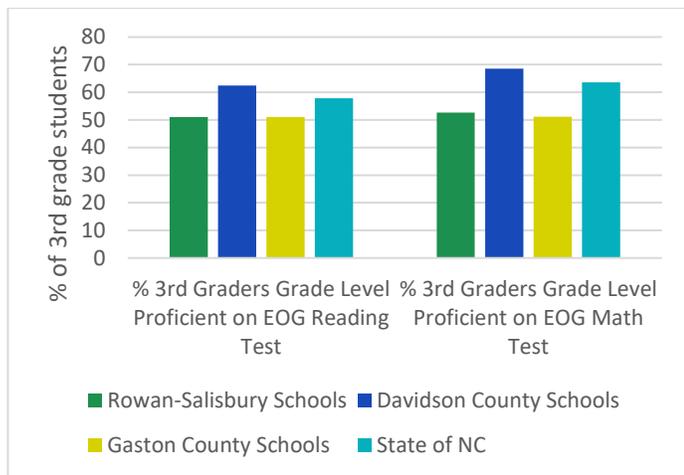
Source: Source: North Carolina School Report Cards, District Report Card, End-of-Grade Tests, School Year 2017. https://ncreportcards.ondemand.sas.com/SASVisualAnalyticsViewer/VisualAnalyticsViewer_guest.jsp?reportPath=/ReportCard/NC_SRC&reportName=NC+Report +Cards

Figure 12: 8th Grade End-of Grade Test Proficiency, 2016-2017
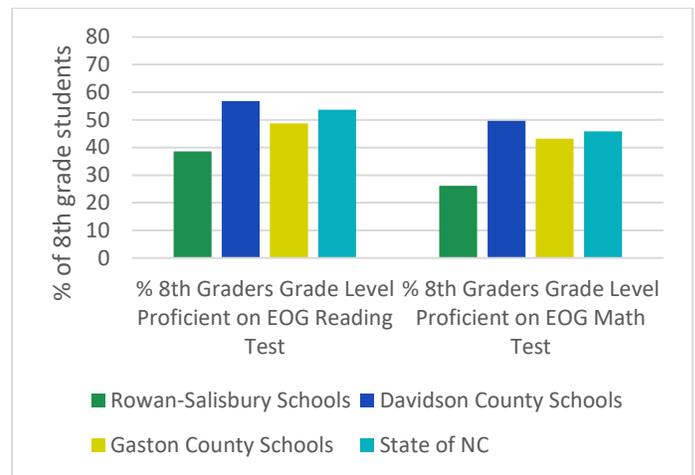
Source: Source: North Carolina School Report Cards, District Indicators, SAT, School Year 2017. https://ncreportcards.ondemand.sas.com/SASVisualAnalyticsViewer/VisualAnalyticsViewer_guest.jsp?reportPath=/ReportCard/NC_SRC&reportName=NC+Report+Cards

The U.S. Census Bureau estimates that 83.9% of Rowan County residents have graduated from high school, which is slightly higher than Davidson (82.4%) and Gaston (83.2%), but below the State (86.3%). The Healthy NC 2020 goal is to increase high school graduation to 94.6%. In Rowan County, a higher percentage of female students (86.1%) graduate than male (80.1%) or economically disadvantaged students (78.1%). Average SAT scores are slightly lower but comparable to both peer counties and the State at 1,024. (North Carolina School Report Cards, District Report Card, School Year 2017).

HEALTHY NC 2020 OBJECTIVE

Objective: Increase high school graduation rate.

Target: 94.6%
Rowan: 83.9%
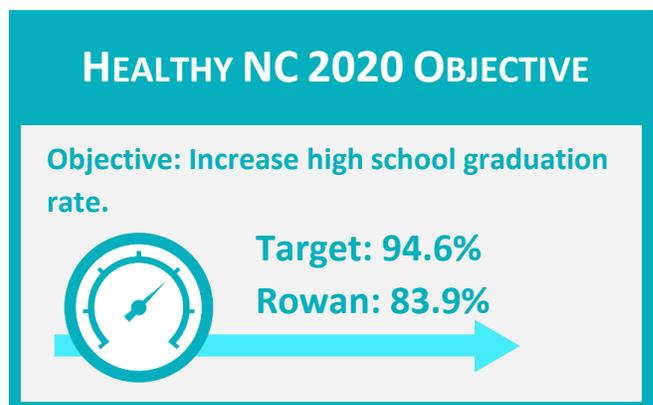
The percentage of residents obtaining a bachelor's degree is 17.6%, comparable to Davidson (18.2%), but below Gaston (19.8%) and the State (29.0%). The drop-out rate for Rowan County has been steadily rising, and at a faster rate than the peer counties (Figure 13).

Statewide the trend for teen pregnancies has declined in the last decade from 63.1 to 28.1 (births to ages 15-19 per 1,000 women) between 2006 and 2016. The trend in Rowan County is also a decline, although at 32.6 (births to ages 15-19 per 1,000 women) it remains higher than both the peer counties and the State (Figure 14).

Figure 13: High School Drop Out Rate
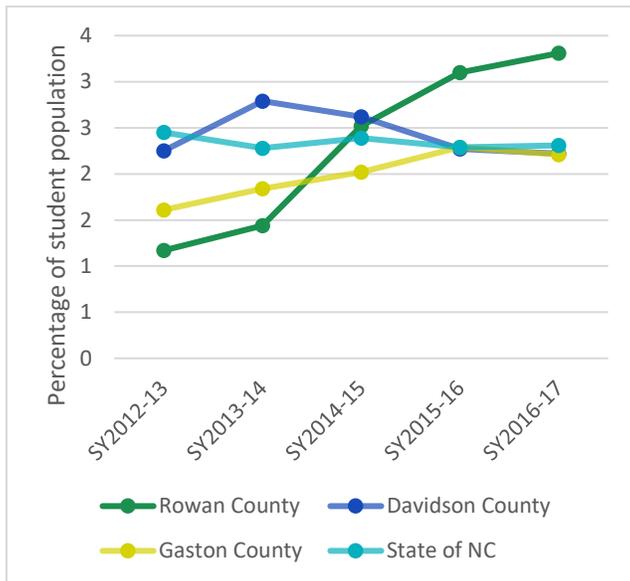
Source: NC Dept of Public Instruction, Research and Evaluation, Annual Reports, Annual Dropout Reports: See Consolidated Report for High School dropout rates; http://www.ncpublicschools.org/research/dropout/reports/,

Figure 14: Teen Pregnancy Rates
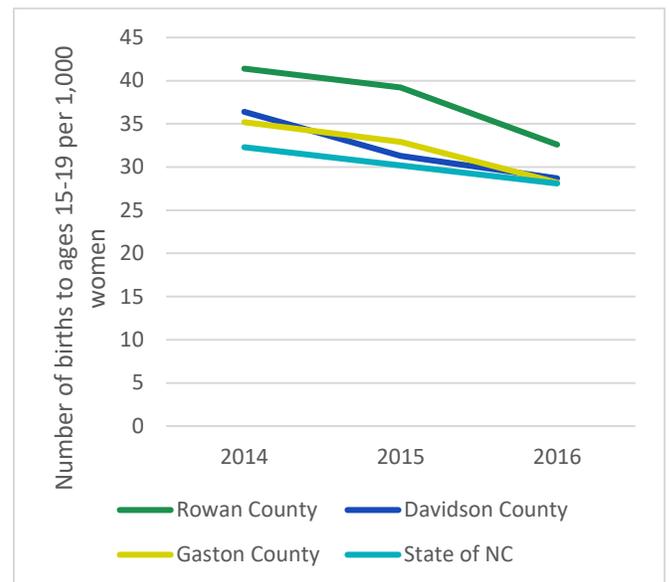
Source: NC State Center for Health Statistics, North Carolina Health Data Query System. Pregnancy Data. North Carolina Reported Pregnancy Data. Year: 2014-2016. (Counties and age groups as indicated); http://www.schs.state.nc.us/interactive/query/

FOCUS GROUP FINDINGS

The youth focus group identified community strengths including friendliness and the rich history of Rowan County. They believed Rowan was growing, becoming more business friendly, and had a great emphasis on appreciation for the arts and development in downtown Salisbury. Their concerns included the lack of affordable healthy food, social isolation as a biproduct of technology, the lack of resources for education, and performance disparity between high-income and low-income schools. Their priorities were low-cost mental health care, improved infrastructure, and better health care in public schools.

Youth and Child Welfare

The 2012-2016 American Community Survey estimated that 41.5% of Rowan County households with children are headed by single-parents (Figure 15). Households with children includes households headed by parents, grandparents and other family members. Of the population living in poverty in Rowan County, almost 30% of them are children, slightly higher than both peer counties and the State (Figure 16).

Figure 15: Composition of Households with Children
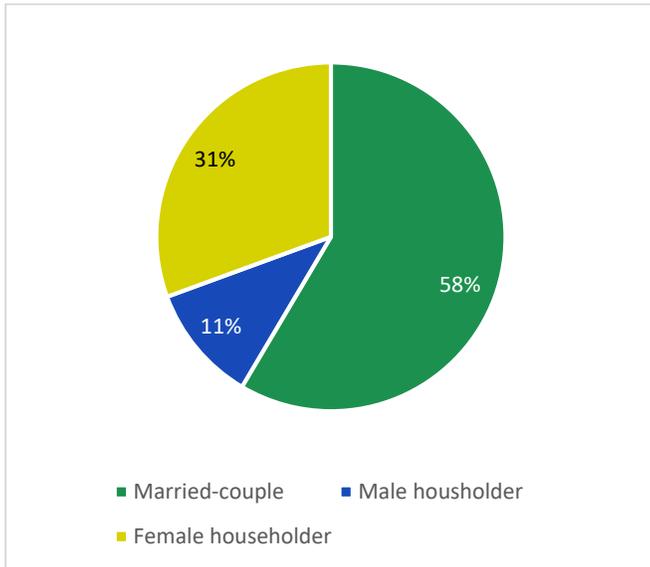
Source: US Census Bureau, American Community Survey 5-Year Estimates, 2012-2016, General Population and Housing Characteristics.

Figure 16: Children in Poverty
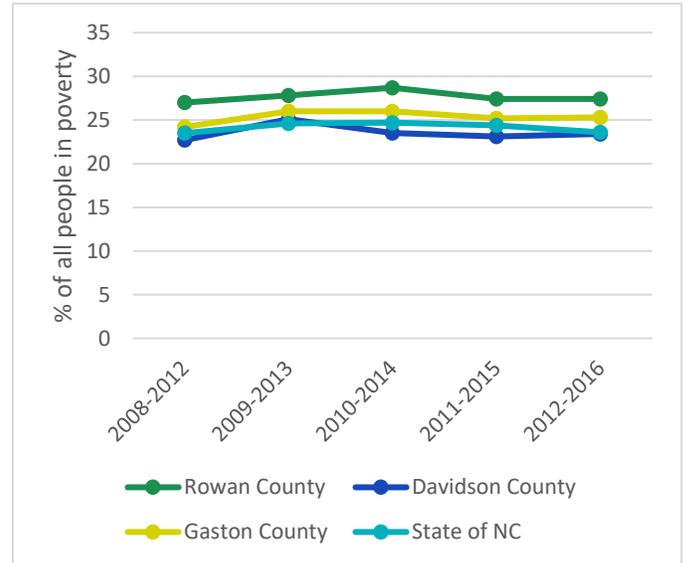
Source: US Census Bureau, American FactFinder, American Community Survey, 2010, 2011, 2012, 2013, 2014, 2015, 2016 American Community Survey 5-Year Estimates. DP03 Selected Economic Characteristics (Counties as listed).

> "From an agency that serves youth, we're seeing more and more mental health and behavior challenges in young children. Support services are much needed. Pre-K., [issues] even begin that early, so support systems for those kids in traumatic situations are much needed."
>
> - Participant, Non-Profit Leaders Focus Group

Child neglect and abuse was ranked the 8th most important community concern in the 2018 Community Opinion Survey. Reports of child maltreatment are categorized and placed either on the investigative track or the assessment track. Between 2012 and 2017, a range of 0.28% to 0.48% of the total population of minors in Rowan County had a substantiated neglect and abuse report (Child Welfare, Reports of Abuse and Neglect).

Table 6: Investigated Reports of Abuse and Neglect: Type of Finding/Decision, Number of Children, Rowan County

Category	2012-2013	2013-14	2014-15	2015-16	2016-17
Total No. of Findings of Abuse and Neglect	89	121	149	124	99
No. Substantiated[1] Findings of Abuse and Neglect	1	14	13	8	8
No. Substantiated Findings of Abuse	26	11	9	14	11
No. Substantiated Findings of Neglect	62	96	127	102	80
No. Unsubstantiated Findings	601	482	586	483	448
Services Needed	88	126	152	166	172
Services Recommended	563	1453	1527	1108	758
Services Provided	288	121	9	8	0
Services Not Recommended	1166	425	193	671	946

Source: Child Welfare, Reports of Abuse and Neglect section, Investigated Reports of Abuse and Neglect: Type of Finding/Decision (Exclusive: Most Severe Finding), Number of Children; http://sasweb.unc.edu/cgi-bin/broker?_service=default&_program=cwweb.tbReport.sas&county=Rowan&label=County&format=html&entry=12&type=CHILD&fn=ALL&vtype=find

The investigative track is where the most severe cases are directed, and it ends in either substantiated or unsubstantiated findings. A substantiated case indicates that the investigation supports a conclusion the subject was abused, neglected, or exploited. Child sexual abuse, severe injury, and criminal neglect all fall into this category. Far more common is the assessment track, which ends in a decision on whether services are needed or recommended and if protective services case plan will be implemented.

Figure 17: Rate of Children with Substantiated Abuse and Neglect Reports
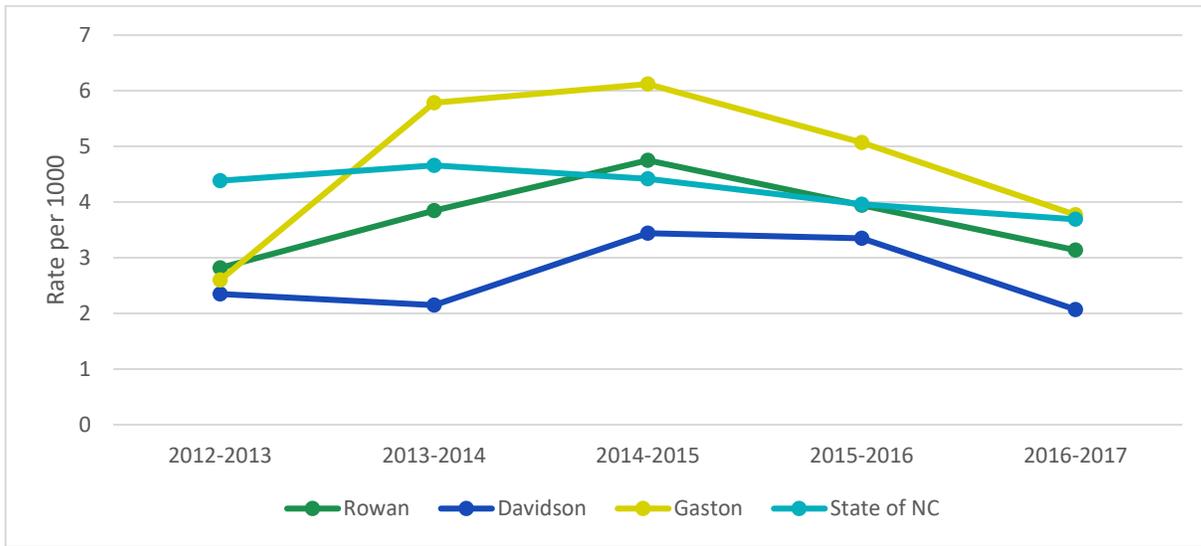
Source: Child Welfare, Reports of Abuse and Neglect section, Investigated Reports of Abuse and Neglect: Type of Finding/Decision (Exclusive: Most Severe Finding), Number of Children

The impact of the opioid epidemic can be seen in the rising percentage of cases where drug abuse was a factor in findings of child maltreatment. Between 2016 and 2018 the percentage of cases has doubled in Rowan County, while increased but at a comparatively lower rate in the peer counties of Davidson and Gaston (Figure 18).

Figure 18: Percentage of Children with Caretaker Drug Abuse in Findings of Child Maltreatment
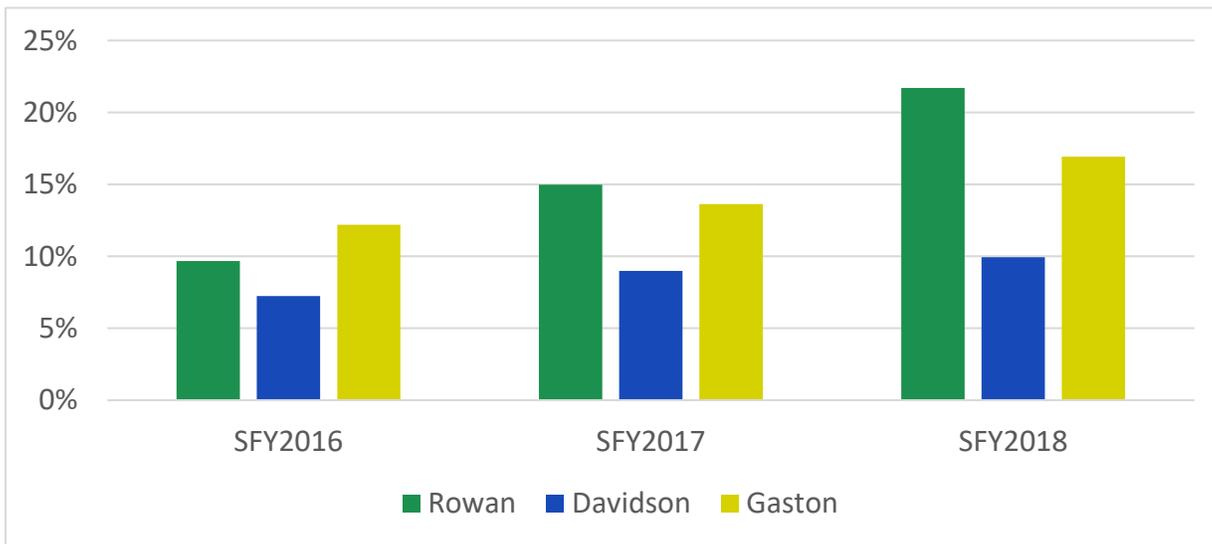
Source: NC Department of Health and Human Services, Client Services Data Warehouse, provided by Rowan County Department of Social Services, 2018.

Housing and Homelessness

Shelter is a fundamental human need, and substandard housing or a lack of housing can lead to poor social and health outcomes. Living in housing that is overcrowded or inaccessible can severely affect the quality of life for the elderly and people living with developmental or physical disabilities. Additionally, cost of housing can be a financial burden. Lack of available affordable housing units or the requirements for Section 8 housing can be barriers to people obtaining secure shelter. Homelessness puts people at higher risk for infectious and chronic diseases, violence and injury. Vacancy is an indicator of economic decline and can reduce the value of neighboring properties and lead to higher levels of crime.

According to the American Community Survey 5-year estimate, nearly half of all residents in renter occupied units spend more than 30% of their income on housing. The Healthy NC 2020 target is to reduce the percentage of renters spending this amount on housing to 36.1%. Two-third of households in Rowan County own their own unit, and while smaller proportion of homeowners contribute that percentage of their income to a mortgage, nearly a third of all owner-occupied units do (Figures 19, 20, 21). Of Rowan County's estimated 60,472 housing units, 14.9% are vacant (US Census Bureau, 2016).

HEALTHY NC 2020 OBJECTIVE

Objective: Decrease the percentage of people spending more than 30% of their income on rental housing.

Target: 36.1%
Rowan: 46.1%

HOUSING COSTS AND INCOME

Median Mortgage
    Rowan County: $1,054
    NC: $1,243
Median Rent
    Rowan County: $729
    NC: $816
Median Household Income
    Rowan County: $52,802
    NC: $59,667

Source: US Census Bureau, American Fact Finder, 2016 ACS 5-Year Estimates, Table DP04: Selected Housing Characteristics

Figure 19: Renter versus Owner-Occupied Housing, 2012-2016
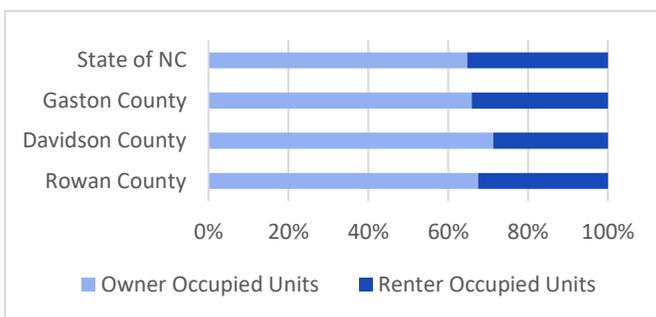
Source: US Census Bureau, American FactFinder, 2016 ACS 5-Year Estimates, Table DP04: Selected Housing Characteristics

Figure 20: Renter-Occupied Units Spending >30% of Household Income on Housing, 2012-2016

Source: US Census Bureau, American FactFinder, 2016 ACS 5-Year Estimates, Table DP04: Selected Housing Characteristics (geographies as listed). http://factfinder2.census.gov

Figure 21: Owner-Occupied Units Spending >30% of Household Income on Housing, 2012-2016
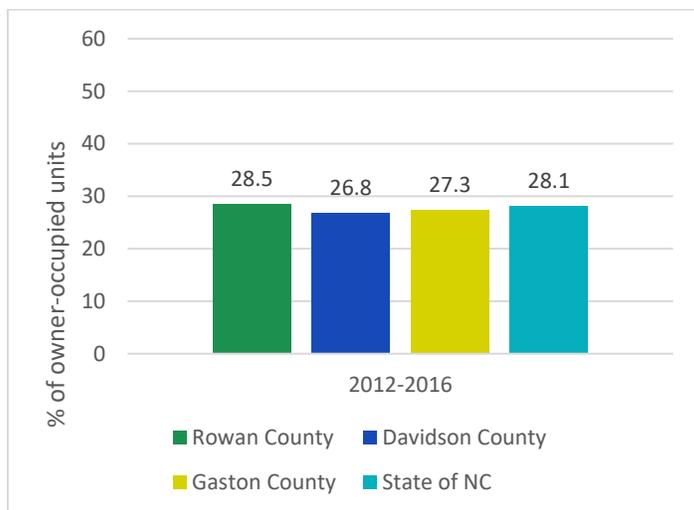
Source: US Census Bureau, American FactFinder, 2016 ACS 5-Year Estimates, Table DP04: Selected Housing Characteristics (geographies as listed). http://factfinder2.census.gov

Each year, a point-in-time homeless population count is conducted. This includes a count of people staying in shelters and people living in campsites, in the woods, or on the streets. At the last count in 2017, there were 168 people experiencing homelessness in Rowan County (Figure 22). This type of count is imperfect, and it is assumed that some were missed in the count because they could not be found, therefore the number of people experiencing homeless is likely higher.

Rowan Helping Ministries is the only shelter serving the county. It provides temporary shelter for 65-70 guests each night, noon meals for 150-180 each day and skill building programs and classes around topics such as life coaching, work skills and financial management. Its main location is in Salisbury, with a satellite location offering services in West Rowan. Main Street Mission serves a similar role as Rowan Helping Ministries for the China Grove area of Rowan County, but it is not a shelter.

Homelessness was ranked 5th in the list of top community issues by respondents to the 2018 Community Opinion Survey. A focus group was also conducted with people experiencing homelessness, and participants' discussion identified many barriers to services. These challenges included not being able to qualify for housing or medical assistance because of criminal records or because they did not meet qualification requirements, difficulty obtaining employment because of lack of transportation to a job or because of felony conviction and instability caused by the time-limits placed on staying in the shelter.

"If I was in the position to do anything to help somebody, I would get all these companies jobs to try to … if they're employing felons, I would give them a tax write off. Everyone they hire, they get a tax write off. That would create jobs. I'm quite sure if they were to get a tax write off for a hundred thousand, they would do it. I wouldn't give people money because you might give it to the wrong person. The companies hiring you are going to benefit and you're getting a paycheck. Everyone would benefit."

- Participant, People Experiencing Homelessness Focus Group

Figure 22: Point-in-Time Homeless Population Count
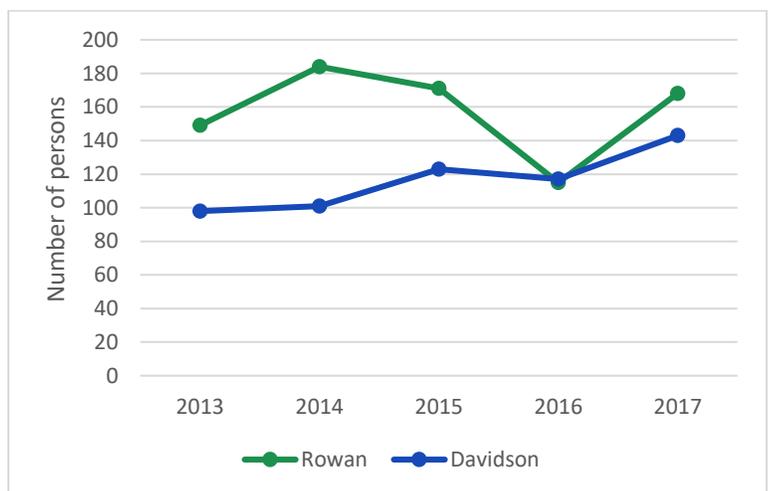
Source: North Carolina Coalition to End Homelessness, Point-in-Time Map: Numbers of Homeless Persons by County, http://www.ncceh.org/pitdata/

Note: Data not available for Gaston County

Crime

Violent crime can lead to severe injury, trauma and mental health issues, or fatality. The chronic stress of living in an unsafe environment can contribute to anxiety and depression, accelerating aging and harming overall health. Fear of violence can also erode community trust and cohesion and make neighbors distrustful of each other.

Violent crime was ranked the 9th highest in top community concerns in the Community Opinion Survey, a perception that was also reflected in 6 of the 7 focus groups. Concern with violent crime included gun violence, drug use, elder abuse, and school shootings.

Despite the concern of crime, the 2018 Community Opinion Survey found that 89.3% of survey respondents indicated that they feel safe in their own neighborhood. Seventy-two percent of survey respondents indicated that if they were a victim of a crime they have confidence that the police department would be able to solve the crime. Only 9.1% reported being a victim of a crime, and of these a third of the crimes were theft.

In 2016, violent crime accounted for 15.3% while property crime accounted for 84.7% of index crimes in Rowan County. The rate of violent crime is rising, while in contrast the rate of rate of property crimes is trending downward since 2012 (Figure 23, 24).

Figure 23: Violent Crime Rates
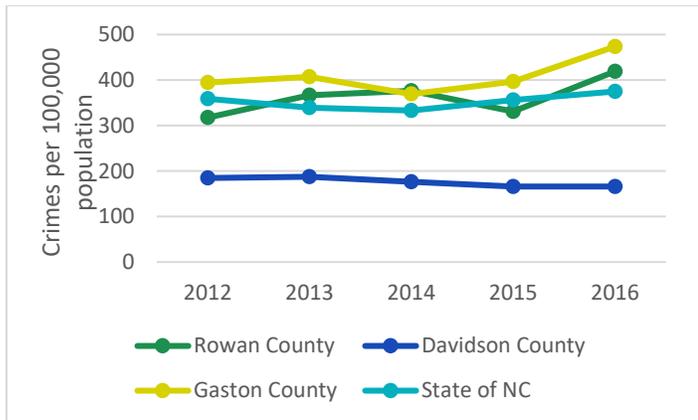
Source: NC Department of Justice, State Bureau of Investigation, Crime, View Crime Statistics, Crime Statistics (by Year). County Rates: http://crimereporting.ncsbi.gov/

Figure 24: Property Crime Rates
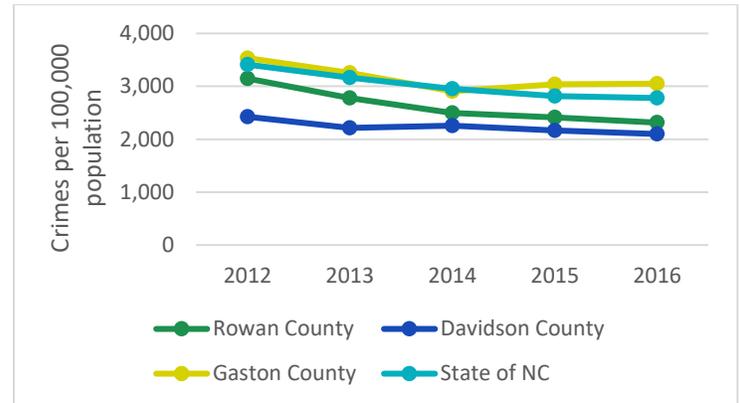
Source: NC Department of Justice, State Bureau of Investigation, Crime, View Crime Statistics, Crime Statistics (by Year). County Rates: http://crimereporting.ncsbi.gov/

The number of clients served for complaints of sexual assault and domestic violence are taken from reports from each state-funded domestic violence and sexual assault grantee. Rowan's number of clients seeking services for sexual assault has remained steadily above Davidson and below Gaston County (Figure 25). The number of clients seeking services for domestic violence exceeded both peer counties significantly from 2012-2015 but have declined from 2016-2017 (Figure 26).

Figure 25: Number of Clients Served for Reports of Sexual Assault
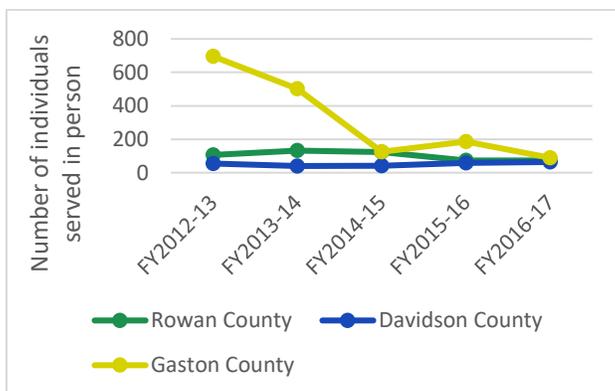
Source: NC Department of Administration, Council for Women, Statistics, Statewide Statistics by Year (county and years as noted); http://www.doa.state.nc.us/cfw/stats.htm

Figure 26: Number of Clients Served for Reports of Domestic Violence
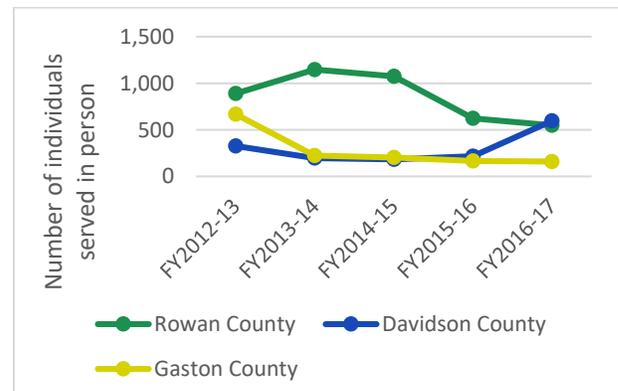
Source: NC Department of Administration, Council for Women, Statistics, Statewide Statistics by Year (county and years as noted); http://www.doa.state.nc.us/cfw/stats.htm

Transportation

Rowan County has three public transportation systems: the Rowan Transit System, the Salisbury Transit System, and the CK Rider. Both the Rowan Transit System and the Salisbury Transit System offer set routes and demand response transportation. The Rowan Transit System's demand response route, the Rowan Individual Transportation Assistance (RITA), is available one day per week for each of the four areas of the county. Rides must be arranged in advance. The majority of ridership on the Salisbury Transit system is fixed route, whereas 80% of the 90,514 rides on Rowan Transit were demand-response rides in 2017 (Figure 28). The CK Rider serves the Rowan part of Kannapolis.

Four out of five Rowan residents drive their personal vehicle to work, according to US Census Estimates (Figure 27). An estimated 6.2% of households do not have access to a personal vehicle (US Census Bureau, 2016).

Focus group respondents, specifically members of the groups experiencing homelessness and living with disabilities, expressed concerns that the public transportation does not adequately serve them. Concerns included that it does not reach rural areas, and that restrictions around when the RITA bus is available and how it must be scheduled are barriers for them to use it in a way that meets their needs.

> "My problem with transportation is they take me to the doctor's appointments. If I call them within 3 days, they'll get me there. If it's across a county line, I have to do 5 days in advance. Charlotte, it's only between certain times. I kind of understand that because of the traffic. …I signed up for a diabetic class. They wouldn't take me. They said the class was free [but] Medicaid wouldn't pay for the transportation. I [went] to a different doctor. I then have to have that doctor fill out papers to Medicaid to agree to pay. Then I can go. I accept that because I figure that's the procedure. But right now, Rowan Transit told me they wouldn't sign me up because of where I live. They said the city bus goes right past the mall. I know that's not true. I've seen them get other people. Their reason for not taking me is because I live right at the bus route. So what? Where the bus goes might not be where I need to be."
>
> - *Participant, People Living with Disabilities Focus Group*

Figure 27: Mode of Transportation to Work
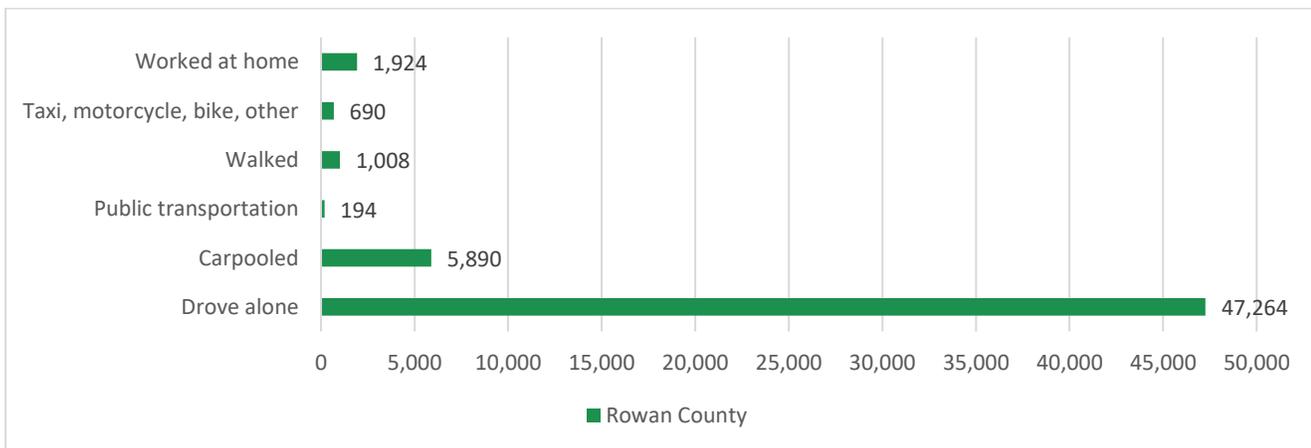
Mode	Rowan County
Worked at home	1,924
Taxi, motorcycle, bike, other	690
Walked	1,008
Public transportation	194
Carpooled	5,890
Drove alone	47,264

Source: US Census Bureau, American FactFinder, 2012-2016 American Community Survey 5-Year Estimates, Table B08006: Sex of Workers by Means of Transportation to Work. County, North Carolina

Figure 28: Public Transportation Total Trips

Bar chart showing Public Transportation Total Trips from 2012 to 2017, with y-axis from 0 to 400000. Categories: Rowan County Demand Response (dark green), Rowan County Fixed Route (blue), Salisbury Demand Response (yellow), Salisbury Fixed Route (teal).
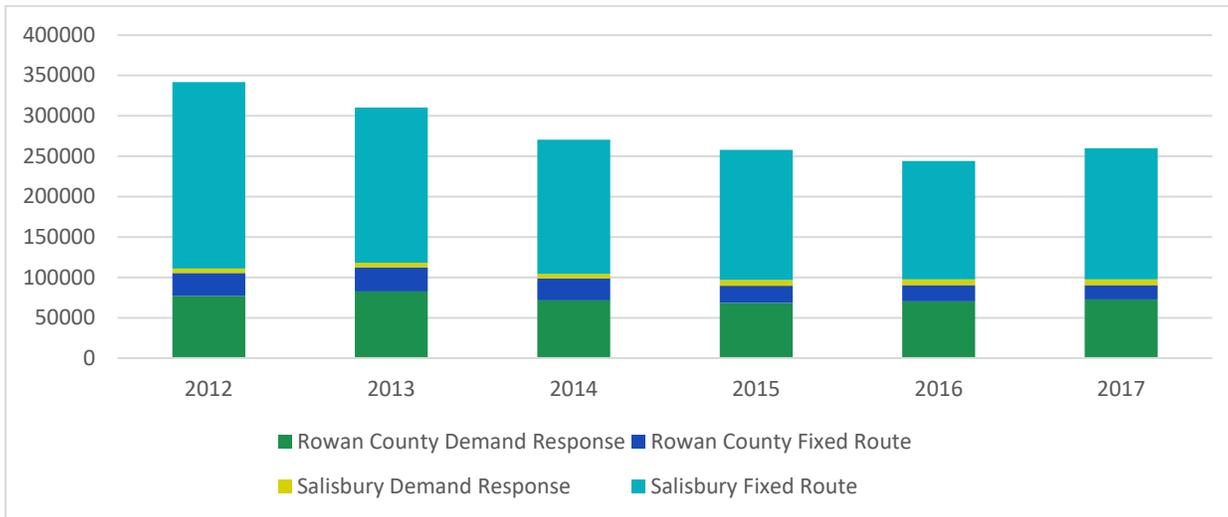
Source: NC State University Institute for Transportation and Research, NCDOT, and NCTracks, 2012-2017.

> "
> *"I'm concerned about our seniors. I am a senior too, but [I'm concerned about] the ones that's not able to drive. Thank God I'm still able to drive. There are certain days the RITA van picks them up. When I stop driving, I want to be able to come here more than once or twice a day, and [to be able to come] for the meal site, too. I would like to see the RITA van come out in the country. I live out in the country. I would like to see the van come out and pick up our seniors more. There's a lot of elderly people that don't know about Rufty Holmes or the meal site.*
>
> *- Focus Group Participant, Elderly Focus Group*
> "

Health Indicators

County Health Rankings

Each year, the County Health Rankings and Roadmap program releases its findings on comparative indicators in health factors and health outcomes within each state. This program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. In 2018, of the 100 counties in North Carolina, Rowan ranked 62nd in health outcomes and 67th in health factors. In comparison, Davidson ranked 64th and 53rd and Gaston ranked 67th and 52nd, respectively. Rowan County was ranked in the third quartile, where 1 is the best and 100 is the worst.

Figure 29: North Carolina County Health Rankings by Health Factors by Quartile

Map of North Carolina counties shaded by health factor ranking quartile, with Rowan County highlighted in yellow outline. Legend: Rank 1-25, Rank 26-50, Rank 51-75, Rank 76-100.
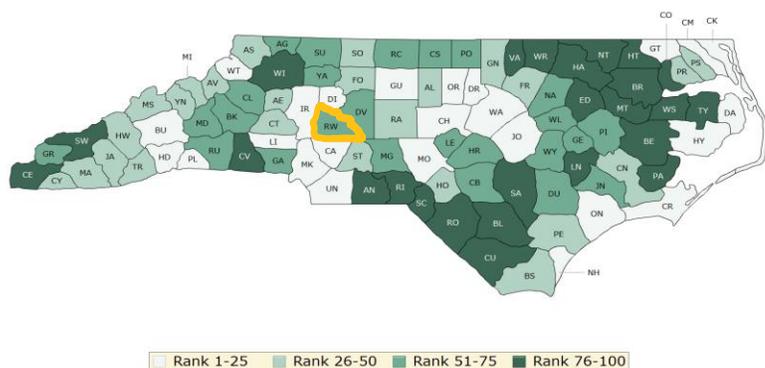
Access to Health Care

Thirteen percent of residents reported trouble accessing health care in the 2018 Community Opinion Survey. Of those, 38.5% identified lack of health insurance as the barrier to service, 23.1% cited insufficient insurance, 11.5% cited the cost of the co-pay or deductible as too high, and 11.5% cited the lack of providers. As of 2016, 16.4% or approximately 13,000 of non-elderly adults are uninsured in Rowan County. The Healthy NC 2020 target is 8%. The percentage of uninsured non-elderly is on a downward trend in Rowan County and statewide (Figure 30).

Most children in Rowan County have insurance, but 1,387 children (or 4.3%) do not. This percentage is slightly lower than that of the State (4.7%) (Figure 31).

HEALTHY NC 2020 OBJECTIVE

Reduce the percentage of non-elderly uninsured individuals (aged less than 65 years).

Target: 8%
Rowan: 16.4%

Figure 30: Uninsured Adults Age 18-64

Source: Small Area Health Insurance Estimates U.S. Census Bureau, 2012-2016, Small Area Health Insurance Estimate (SAHIE) Interactive Data Tool. Geographies and age groups as noted https://www.census.gov/data-tools/demo/sahie/#/?s_statefips=37&s_stcou=37057,37071,37159&s_agecat=4&s_year=2016,2015,2014,2013,2012

Figure 31: Uninsured Ages <19
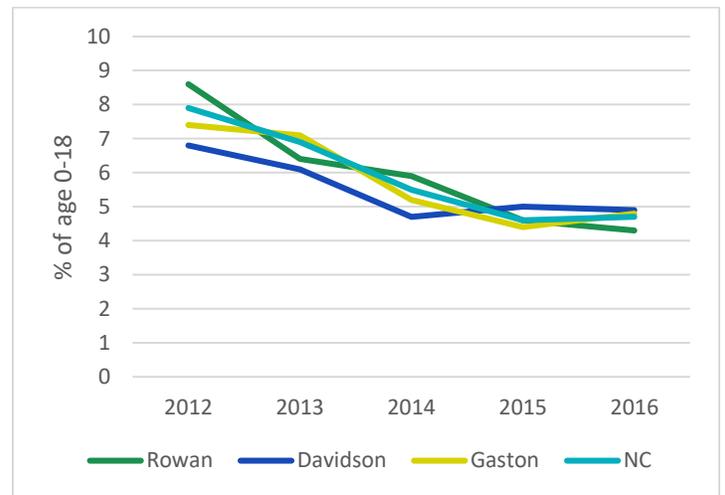
Source: Small Area Health Insurance Estimates U.S. Census Bureau, 2012-2016, Small Area Health Insurance Estimate (SAHIE) Interactive Data Tool. Geographies and age groups as noted https://www.census.gov/data-tools/demo/sahie/#/?s_statefips=37&s_stcou=37057,37071,37159&s_agecat=4&s_year=2016,2015,2014,2013,2012

FOCUS GROUP FINDINGS

Non-profit focus group participants identified providing affordable insurance, increasing the number of free clinics, reducing language barriers to care and reducing eligibility barriers as areas for improvement in health care access. They specifically noted instances where a household budget could not afford health insurance, or where it was included to the detriment of other household budget line items.

"

"In the older adult program, we see this. There is a program called extra help for Social Security. They're spending all their money on medications. They make just enough not to qualify, but then they're broke at the end of the month."

-Participant, Non-Profit Leaders Group

"

There are two free or community-based clinics in Rowan County: Community Care Clinic of Rowan County and Good Shepherds Clinic. China Grove Family Medicine and Northern Rowan Family Medicine are not free but do accept a sliding scale and are federally-qualified health clinics that receiving funding to cover services.

> **"**
>
> *"And health insurance is so … I know that's maybe something that maybe Rowan County can't change, but it is so expensive. My husband, just for me alone would pay $480 a month. If he made maybe $20,000 a month, it would be great, but who can afford something like that? I think the health situation is not a good one for most who can't afford health insurance."*
>
> - Participant, Latinx Focus Group
>
> **"**

Overall Health

HEALTHY NC 2020 OBJECTIVE

Increase the percentage of adults reporting good, very good, or excellent health.

Target: 90.1%
Rowan: 74.8%

Figure 32: Self-reported general health

	Value
Excellent	16.13
Very good	27.07
Good	31.59
Fair	15.74
Poor	2.59
Don't know/not sure	0.51
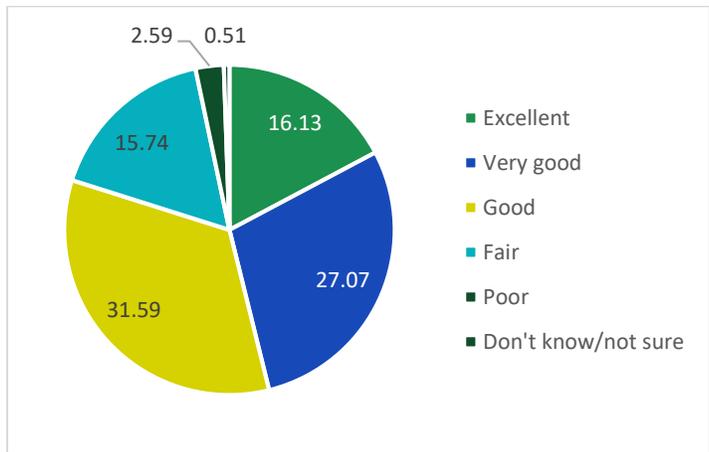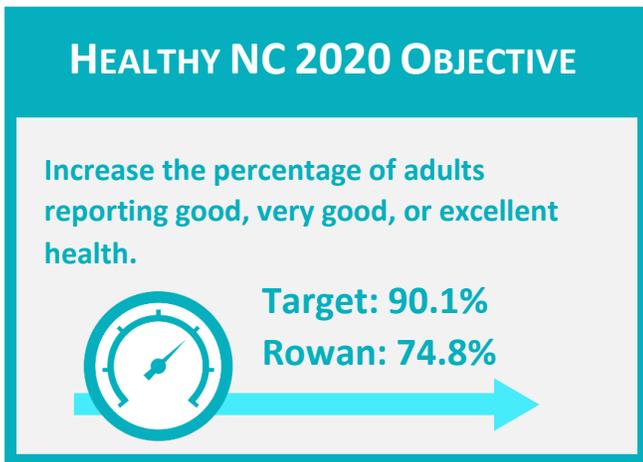
Source: Rowan County Health and Human Service Needs Assessment, 2018

When asked to assess their overall health, three quarters of Rowan County residents surveyed in the 2018 Community Opinion Survey reported they were in good, very good, or excellent health (Figure 32). The Healthy NC 2020 target is 90.1%.

Leading Causes of Death

Cancer, heart disease, and chronic lower respiratory disease are consistent across the State and peer counties as the top three leading causes of death. Rowan County has the highest rates of cancer, all other unintentional injuries, pneumonia and influenza, and nephritis, nephrotic syndrome and nephrosis (kidney disease) rates when compared to the peer counties and the State (Table 7). Red lettering in Table 7 indicates a rate for Rowan County that is higher than the rate for the State. The rates for Rowan County are higher than the State rates for all but causes of death, prostate and breast cancer.

Table 7: Leading Causes of Death

Rank/Cause of Death	Rowan County		Davidson County		Gaston County		State of NC	
	Number	**Rate***	**Number**	**Rate***	**Number**	**Rate***	**Number**	**Rate***
1. Cancer	1,696	194.6	1,915	182.3	2,334	186.7	95,163	166.5
Trachea, Bronchus, and Lung	513	57.5	658	61.2	785	61.1	27,615	47.5
Prostate	63	17.9	66	15.7	64	14.4	4,410	20.1
Breast	94	19.8	127	22.3	122	18.0	6,563	20.9
Colon, Rectum and Anus	146	16.9	152	14.8	207	17.1	7,926	14.0
Pancreas	104	11.8	134	12.4	150	12.1	6,318	11.0
2. Diseases of the Heart	1,561	180.7	1,764	176.9	2,248	188.1	89,393	161.3
3. Chronic Lower Respiratory Disease	535	62.1	645	62.1	877	71.3	25,385	45.6
4. Cerebrovascular Disease (stroke, etc.)	422	49.5	499	51.1	538	45.7	23,514	43.1
5. All Other Unintentional Injuries	336	46.1	314	37.1	452	42.1	16,453	31.9
6. Alzheimer's Disease	307	36.0	370	39.6	564	50.2	16,917	31.9
7. Pneumonia and Influenza	294	34.5	206	21.2	339	28.8	9,707	17.8
8. Diabetes Mellitus	249	28.3	292	28.4	321	25.7	13,042	23.0
9. Nephritis, Nephrotic Syndrome, and Nephrosis (kidney disease)	168	19.8	168	16.8	174	14.6	9,046	16.4
10. Septicemia (blood poisoning)	164	18.9	151	14.8	304	25.3	7,266	13.1

Source: NC State Center for Health Statistics, County Health Data Book (2018), Mortality, 2012-2016 Race-Specific and Sex-Specific Age-Adjusted Death Rates by County (bold/unstable rates) - NC State Center for Health Statistics, Statistics and Reports, Vital Statistics, NC Vital Statistics Volume II, Leading Causes of Death, 2016.   *Rate = number of events per 100,000 population
Red text indicates where the rate for Rowan County is higher than for the State.

Health Behavior

Healthy behaviors, including getting appropriate nutrition and exercise and avoiding smoking, can reduce the risk of developing health conditions like type 2 diabetes, high blood pressure, heart disease, kidney disease and stroke.

In the Community Opinion Survey, over half (53.9%) of Rowan County residents reported that they meet the CDC's Aerobic Recommendation of getting 150 minutes per week of moderate activity, or 75 minutes per week of vigorous exercise, or an equivalent combination of the two. The Healthy NC 2020 target

HEALTHY NC 2020 OBJECTIVE

Decrease the percentage of adults who are current smokers.

Target: 13%
Rowan: 19%
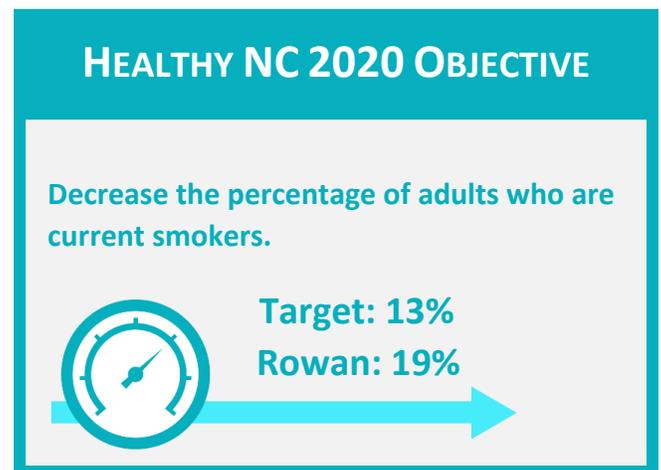
is to increase this to 60.6%. Most people reported exercising at home, with neighborhood, work, and a private gym or pool being the other top locations for physical activity. Time, cost, physical disability and dislike of exercise were all cited as barriers to getting more physical activity in the 2018 Community Opinion Survey.

According to the 2018 County Health Rankings and Roadmaps, 19% of adults in Rowan County smoke cigarettes. In the Community Opinion Survey, most (64.6%) residents reported they support a tobacco-free policy for the county, 25.4% did not, and 8.3% were not sure. A quarter (25.3%) reported that they smoke cigarettes or use tobacco products, including JUULS, regularly. Twelve percent reported being exposed to second-hand smoke at work. The Healthy NC 2020 target is to eliminate workplace exposure.
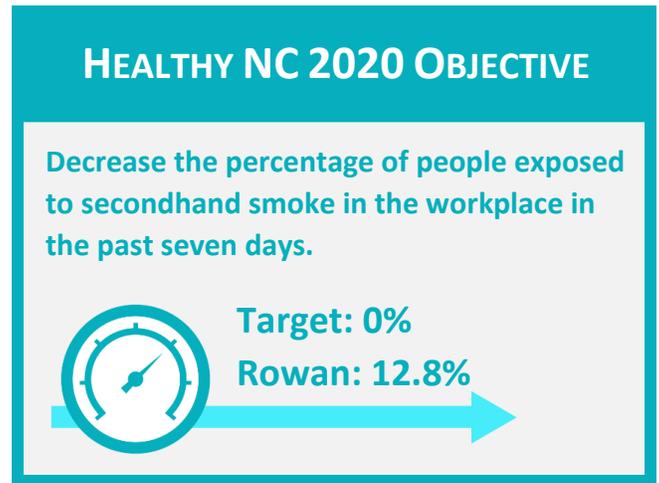
Over half of residents reported that they had been to the Salisbury-Rowan Farmer's Market. Survey respondents reported that convenience (36.1%) and cost (29.1%) were their two largest barriers to eating a healthy diet. The 2018 Community Opinion Survey found that 9.8% respondents have cut or skipped meals or sought reduced cost community meals because there wasn't enough money for food.

Figure 32: Responses on reasons for consuming unhealthy nutrition
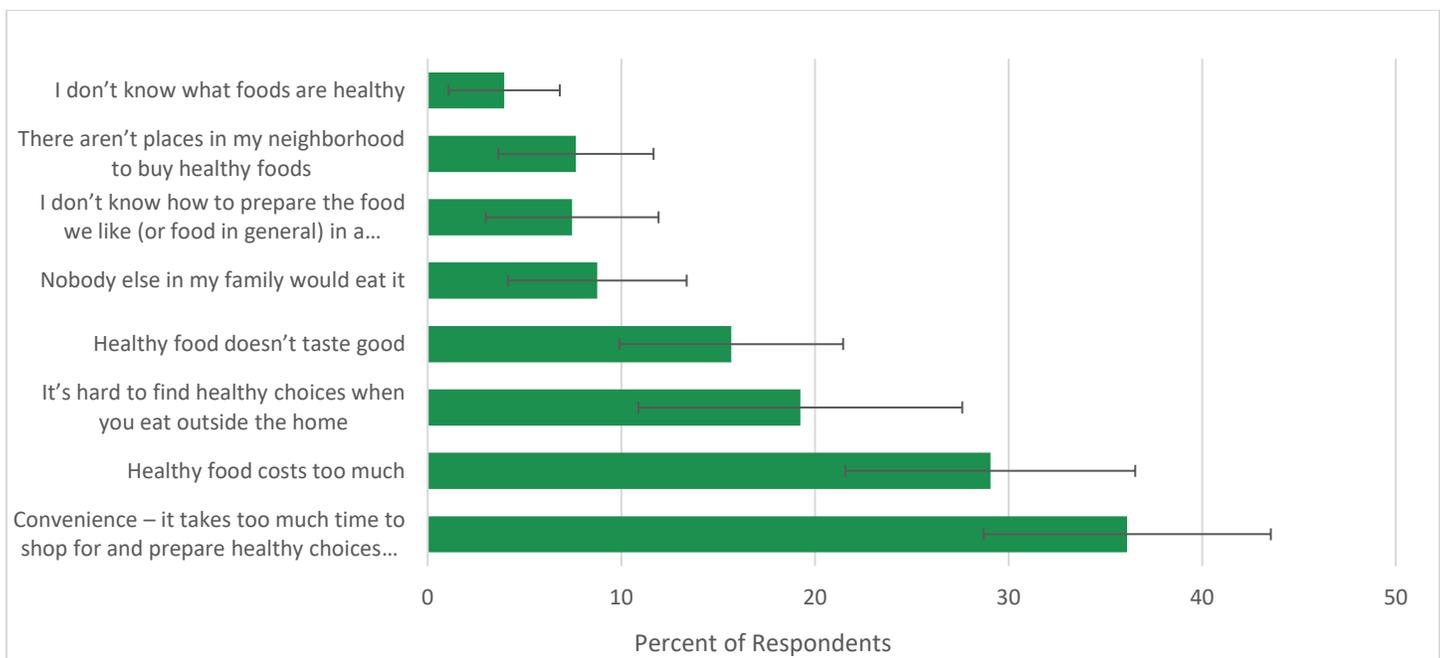
Source: Rowan County Community Opinion Survey, 2018

In the absence of county-level reported estimations, modeled data estimates for adult obesity were taken from the County Health Rankings and Roadmaps developed by the University of Wisconsin and the Robert Wood Johnson Foundation. It shows Rowan County steadily maintaining around 30% of the adult population measuring as obese, just under the State estimates and on par with Davidson County. Due to the modeled nature of the data, however, caution should be taken when making comparisons between counties as there could be differences not accounted for in the model (Figure 33).

Figure 33: Estimated Adult Obesity*
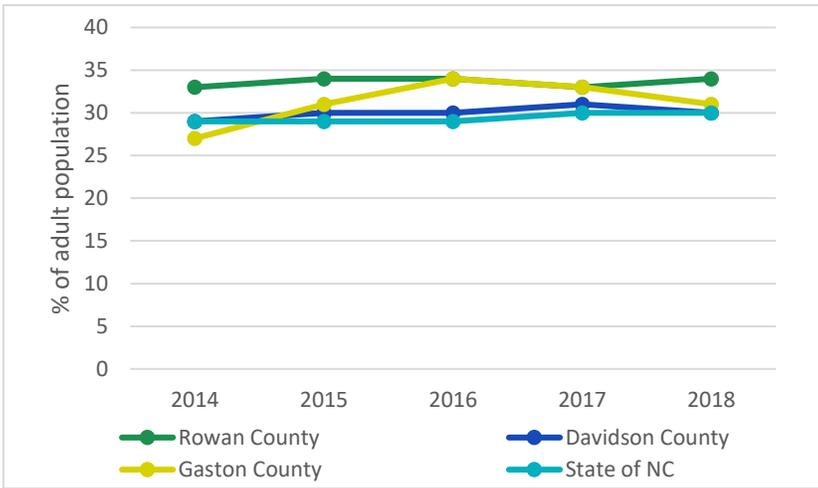
Source: County Health Rankings and Roadmaps, North Carolina, 2014-2018;
http://www.countyhealthrankings.org/
*The data source for adult obesity is the Behavioral Risk Factor Surveillance System (BRFSS), conducted on an annual basis throughout counties in North Carolina. State and regional results are published by the NC State Center for Health Statistics, but county-level data are suppressed due to small numbers of respondents and a high degree of uncertainty. The County Health Rankings, however, publishes county-level estimates for adult obesity using statistical model-based estimates that may not accurately reflect local-level variation, and caution should be used when making comparisons between NC counties.

In the absence of county-level reported estimations of childhood obesity, de-duplicated BMI and percentile data was used from Salisbury Pediatrics. Based on the child population of Rowan County, it is estimated that Salisbury Pediatrics sees 36% of the total children in the county. Of these, 39.1% of children 0-18 years with a measured BMI seen at Salisbury Pediatrics are overweight (16.6%) or obese (22.5%)(Figure 34). When compared to the state obesity prevalence published by the Youth Risk Behavior Surveillance Survey, 15.4% of NC high school students are obese (Figure 35). Salisbury Pediatrics data shows that 28.4% of high school age children are obese, nearly double the State estimate.

HEALTHY NC 2020 OBJECTIVE

Increase the percentage of high school students that are neither overweight nor obese.

Target: 79.2%
Rowan: 51.3%

Figure 34: Childhood Obesity Data from Salisbury Pediatrics
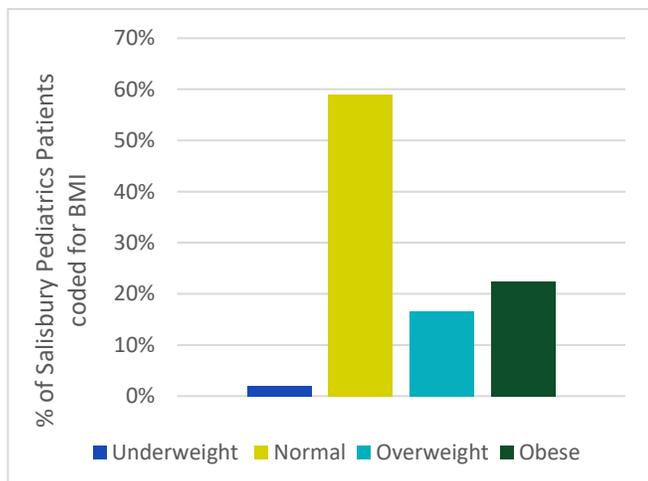
Figure 35: High School Age Obesity Rates
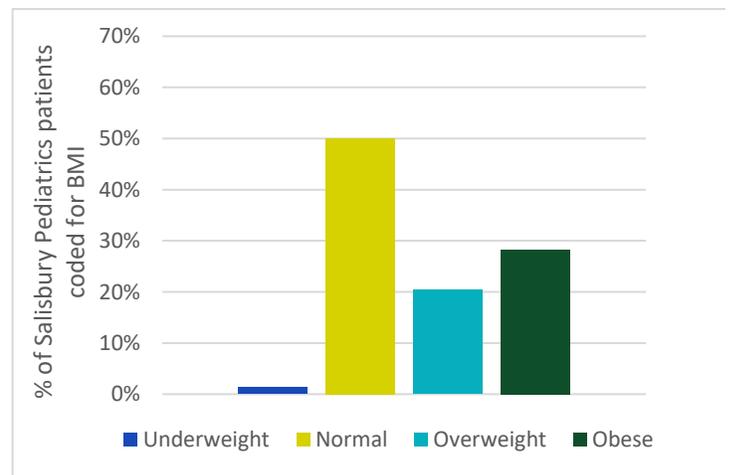
Source: Salisbury Pediatrics, August 2017-August 2018 BMI Data
*The data source for childhood obesity was Salisbury Pediatrics. Because this data was not collected through randomized probability sampling, the sample is not considered representative of the county and results should be interpreted with caution

Source: Salisbury Pediatrics, August 2017-August 2018 BMI Data
*The data source for childhood obesity was Salisbury Pediatrics. Because this data was not collected through randomized probability sampling, the sample is not considered representative of the county and results should be interpreted with caution

Chronic Disease

Chronic diseases, defined as conditions that last one year or more, are among the most common, costly, and preventable health problems in the United States. Lifestyle risk factors including nutrition, physical activity, tobacco use, and excessive alcohol consumption all contribute to these diseases

Heart Disease

Heart disease is the second leading cause of death in Rowan County. The rate of mortality was 180.7 per 1,000 deaths in 2016, very close to Davidson County (176.9 per 1,000 deaths) but above the State (161.3 per 1,000 deaths). The rate of heart disease mortality has been trending downward (Figure 36).

Diabetes

Diabetes is the seventh leading cause of death in Rowan County. The latest CDC reported percentage was 11.4, exceeding both peer counties of Davidson (9.5%) and Gaston (11.2%) as well as the State (9.8%), and also shows a slight upward trend for Rowan County (Figure 37). The 2018 Community Opinion Survey found that 20.6% of the sample reported a diagnosis of diabetes.

Figure 36: Heart Disease Mortality Rates
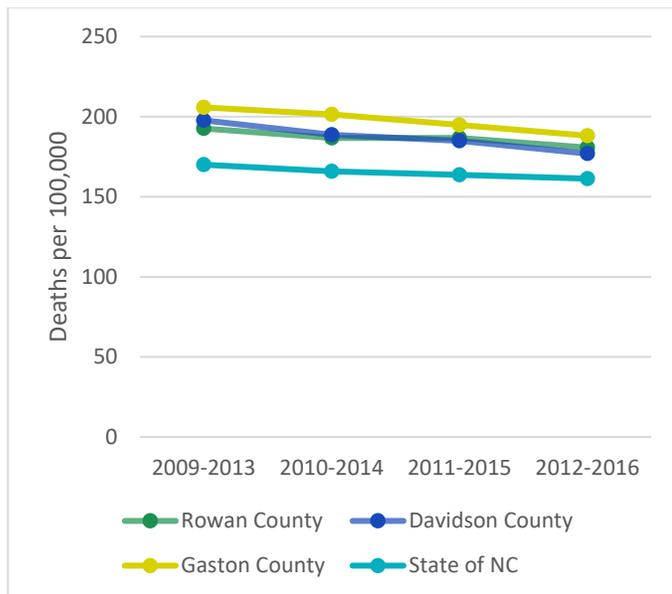
Source: NC State Center for Health Statistics, Statistics and Reports, Vital Statistics, NC Vital Statistics Volume II: Leading Causes of Death, 2009 through 2016;
http://www.schs.state.nc.us/data/vital.cfm#vitalvol2

Figure 37: Estimated Adult Diabetes
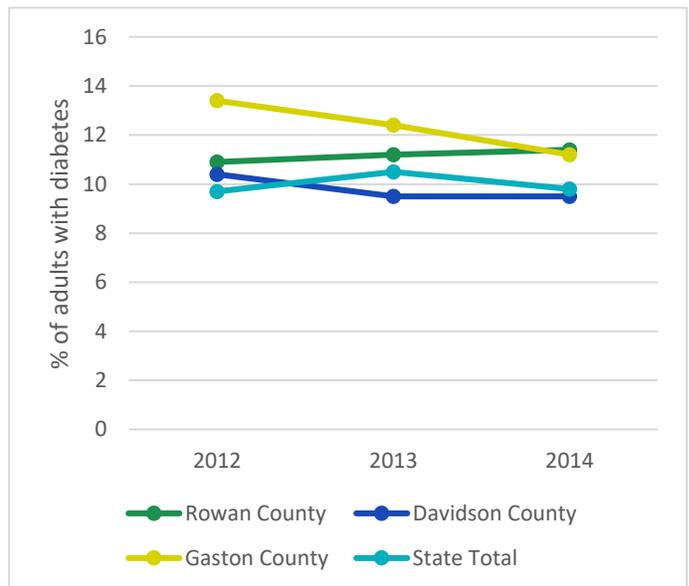
Source: Centers for Disease Control and Prevention, Diabetes Data and Trends, County Data and State Data. Maps and Data Tables: Indicator, location and year as listed above.
http://www.cdc.gov/diabetes/atlas/countydata/atlas.html

Stroke

The rate of death by stroke in Rowan County is 49.5 per 100,000 (Figure 38). This is below Davidson County (51.1), but above both Gaston County (45.7) and the State (43.1). Death by stroke affects white and African American member of the community disproportionately, with the African American stroke mortality rate at 70.8 per 100,000 deaths far exceeding the white rate of 47.8 per 100,000 deaths. The same degree of disparity does not exist in the peer counties or the State (Figure 39).

Figure 38: Stroke Mortality Rate
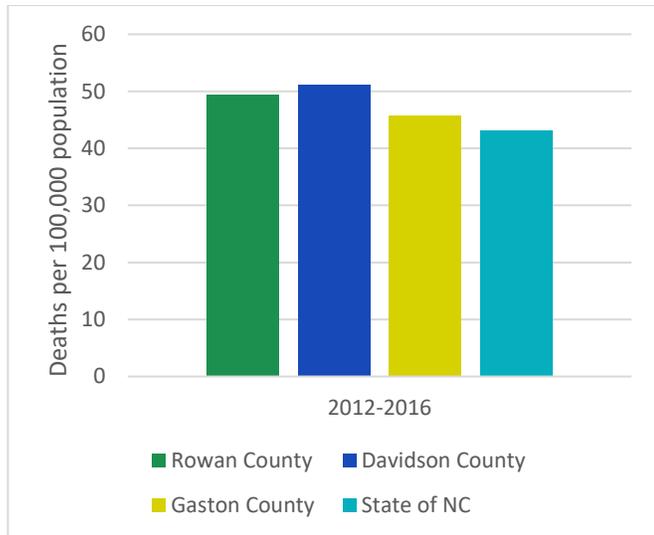
Source: NC State Center for Health Statistics, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity Specific and Sex-Specific Age-Adjusted Death Rates by County; http://www.schs.state.nc.us/SCHS/data/databook/

Figure 39: Stroke Mortality Rate by Race/Ethnicity
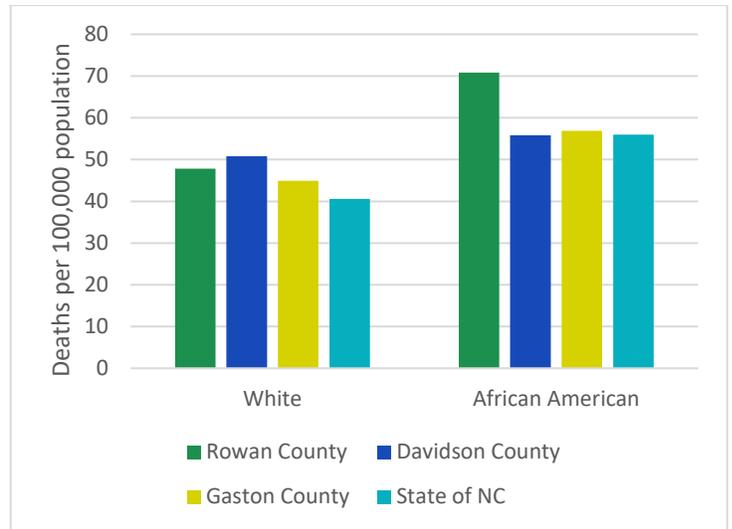
Source: NC State Center for Health Statistics, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity Specific and Sex-Specific Age-Adjusted Death Rates by County; http://www.schs.state.nc.us/SCHS/data/databook/

Asthma

The 2018 Community Opinion Survey found that 10.6% of residents reported a diagnosis of asthma.

Alzheimer's Disease

With a mortality rate of 36.0 deaths per 1000,000 population, Rowan County is slightly above the State (31.9 per 100,000), but below the peer counties of Davison (39.6 per 100,000) and Gaston (50.2 per 100,000) in Alzheimer's related deaths (Figure 40).

Figure 40: Alzheimer's Disease Mortality Rate
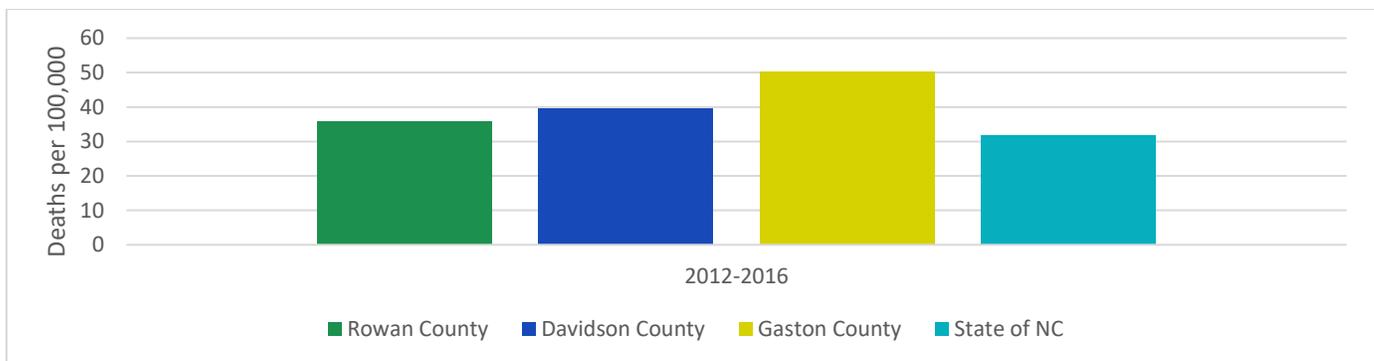
Source: NC State Center for Health Statistics, Statistics and Reports, Vital Statistics, NC Vital Statistics Volume II: Leading Causes of Death, 2009 through 2016; http://www.schs.state.nc.us/data/vital.cfm#vitalvol2

Communicable and Vaccine-Preventable Diseases

The NC Division of Public Health maintains a database of reportable diseases that occur statewide, and case investigation and follow-up is conducted by local health departments as necessary. Selected communicable and vaccine-preventable diseases are shown in the table below. The majority of reportable diseases in Rowan County are enteric diseases such as

Campylobacter and Salmonellosis, followed by Hepatitis (acute and chronic Hepatitis B), and vaccine preventable diseases (Pertussis, Haemophilus influenza, and influenza).

Table 8: Reportable Disease Case Counts for Rowan County, 2013-2017

Reportable Disease	Disease Group	Cases Per Year				
		2013	2014	2015	2016	2017
Campylobacter infection (intestinal bacterial infection)	Enteric	16	31	12	11	20
Cryptosporidiosis (intestinal parasite related illness)	Enteric	0	1	10	2	1
Cyclosporiasis (intestinal parasite related illness)	Enteric	0	0	0	1	0
E. coli - shiga toxin producing (bacterial infection)	Enteric	1	4	3	6	4
Listeriosis (bacterial infection)	Enteric	0	0	1	0	0
Salmonellosis (intestinal bacterial disease)	Enteric	18	29	32	38	24
Shigellosis (intestinal bacterial disease)	Enteric	9	58	7	12	3
Staph aureus, reduced susceptibility to vancomycin (VISA) (infection related to bacteria)	Enteric	1	0	0	0	0
Vibrio infection (other than cholera or vulnificus) (bacterial infection)	Enteric	0	0	0	0	1
Hepatitis A (viral disease of the liver)	Hepatitis	0	0	0	0	0
Hepatitis B (Acute) (viral infection of the liver)	Hepatitis	1	1	2	4	6
Hepatitis B (Chronic) (viral infection of the liver)	Hepatitis	6	12	20	20	14
Hepatitis C (Acute) (viral infection of the liver)	Hepatitis	--	--	5	1	0
HIV (incident cases)	HIV/STD	5	12	11	20	16
Early Syphilis (primary, secondary, and early latent incident cases)	HIV/STD	5	11	10	15	18
Gonorrhea (incident cases)	HIV/STD	244	223	169	203	255
Chlamydia (incident cases)	HIV/STD	704	739	760	735	927
AIDS (State 3 incident cases)	HIV/STD	4	7	5	7	10
Legionellosis (acute bacterial pneumonia or influenza-like illness)	Respiratory	2	1	4	5	6
Streptococcal Invasive Disease, Group A (bacterial infection)	Systemic Conditions	2	1	5	7	2

Reportable Disease	Disease Group	Cases Per Year				
		2013	2014	2015	2016	2017
Haemophilus Influenzae, invasive disease (bacterial illness)	Vaccine Preventable	3	1	6	2	3
Influenza, adult death (>18)(respiratory illness)	Vaccine Preventable	1	1	4	0	2
Meningitis, pneumococcal (bacterial infection of the brain stem and spinal cord)	Vaccine Preventable	2	0	0	3	0
Mumps (viral infection in salivary glands)	Vaccine Preventable	0	0	0	1	0
Pertussis (whooping cough)	Vaccine Preventable	14	6	10	3	4
Chikungunya (mosquito transmitted virus)	Zoonotic & Vector Borne	--	0	1	0	0
Ehrlichiosis, Human Granulocytic Anaplasmosis (tick transmitted bacterial disease)	Zoonotic & Vector Borne	1	1	0	0	0
Ehrlichiosis, Human Monocytic Anaplasmosis (tick transmitted bacterial disease)	Zoonotic & Vector Borne	0	1	0	0	0
Lyme Disease (tick transmitted bacterial disease)	Zoonotic & Vector Borne	2	0	2	3	6
Rocky Mountain Spotted Fever (tick transmitted disease)	Zoonotic & Vector Borne	5	4	2	3	4

Source: North Carolina Department of Public Health, Facts & Figures, N.C. Communicable Disease Reports, https://public.tableau.com/profile/nc.cdb#!/vizhome/NorthCarolinaDiseaseStatistics/DiseaseMapsandTrends

Mental Health

Mental health includes emotional, psychological, and social well-being. It affects how we function, what choices we make, and how we interact with others. Mental health and mental illness are related, yet distinct. A person could be experiencing a poor mental health day, where they feel sad or anxious, but not have a mental illness. Mental health can also change over time, and at different points in a person's life. Chronic mental illness, especially depression, can put someone at heightened risk for stroke, type 2 diabetes, and heart disease.

In the 2018 Community Opinion Survey, residents reported an average of 2.9 days per month when their mental health was "not good." The Healthy NC 2020 target is 2.8. The responses ranged from 0 days to more than 20 days, with 13.8% reporting more than 20 days in the past 30 that their mental health was not good. Approximately 1 in 5 residents surveyed reported a diagnosis of anxiety or depression.

HEALTHY NC 2020 OBJECTIVE

Decrease the average number of poor mental health days among adults in the past 30 days.
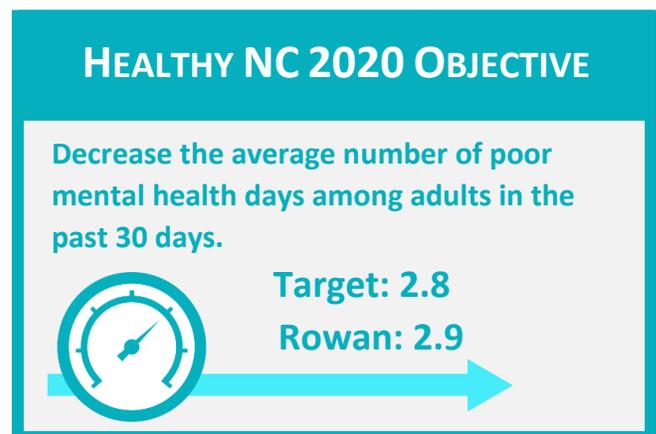
Target: 2.8
Rowan: 2.9

The 2016 suicide rate in Rowan County was 18.2 per 100,000, more than double the Healthy NC 2020 target of 8.3. Rates of death by suicide is also rising more quickly in Rowan County than in Davidson and Gaston counties, which also have shown increased rates. The rate for the State has only risen slightly (Figure 41). Across Rowan, the peer counties, and the State, suicide is the third leading cause of death among ages 20-39 (NC Center for Health Statistics). Rates of suicide mortality in Rowan County are higher in males (27.1 per 100,000) than females (9.9 per 100,000).

HEALTHY NC 2020 OBJECTIVE

Reduce the suicide rate (per 100,000 population).

Target: 8.3
Rowan: 18.2

The rate of persons served by the local management entity LME-MCO, Cardinal Innovations Healthcare Solutions, has remained nearly flat from 2014 to 2017 (Figure 42).

Figure 41: Suicide Mortality Rate Trend
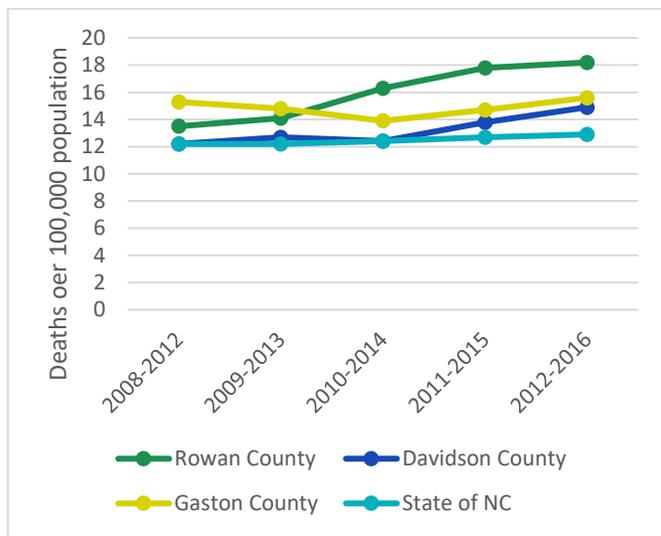
Source: Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health (Data Item 519); http://data.osbm.state.nc/pls/linc/dyn_linc_main.show

Figure 42: Rate of Persons Served By LME-MCO
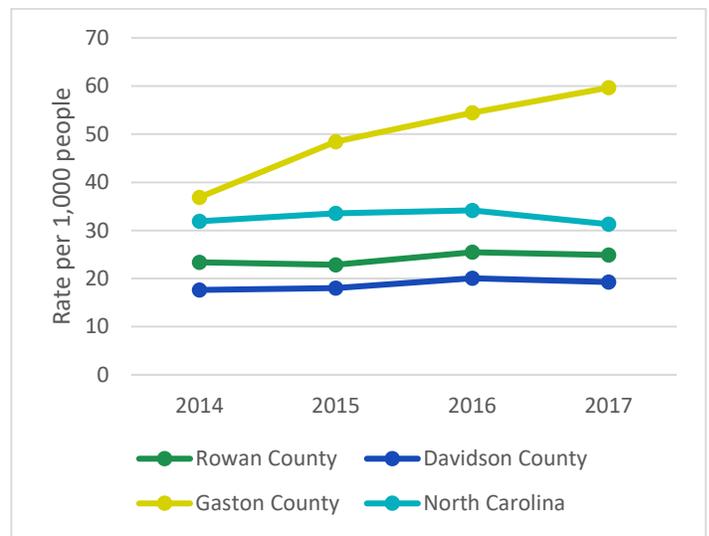
Source: Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health (Data Item 519); http://data.osbm.state.nc/pls/linc/dyn_linc_main.show

Unintentional Injury

Unintentional injury mortality includes motor vehicle crashes, falls, fires and burns, drowning, poisoning and aspirations. It is the 5th leading cause of death in Rowan County. Rowan County has a higher rate than both peer counties and the State (Figure 43).

Death by motor vehicle injury is the tenth leading cause of death in Rowan County. At 19.9 deaths per 100,000, Rowan County has the highest rate among Davidson (18.8 per 100,000), Gaston (15.8 per 100,000), and the State (14.1 per 100,000). All three counties and the State have an upward trend, indicating a rise in motor vehicle mortality (Figure 44).

Figure 43: Unintentional Injury Mortality Rate
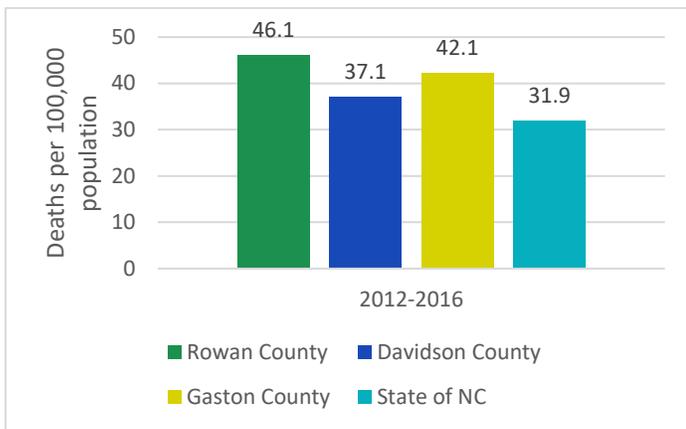
Source: NC State Center for Health Statistics, County Health Data Books (2007-2016), Mortality, Race-Specific and Sex-Specific Age-Adjusted Death Rates by County;
http://www.schs.state.nc.us/SCHS/data/databook/

Figure 44: Motor Vehicle Mortality Rate
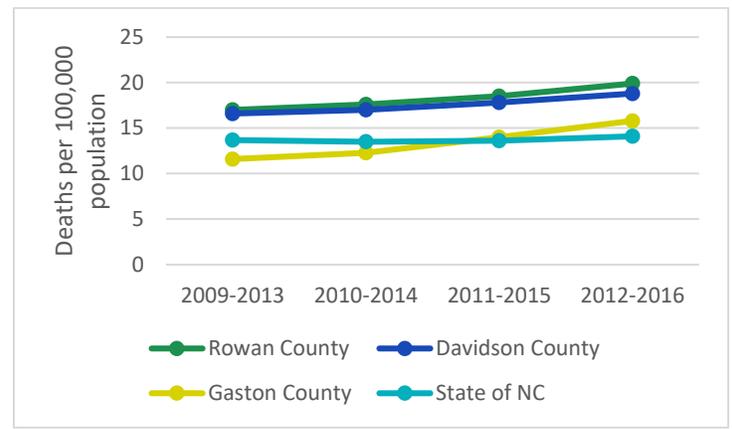
Source: NC State Center for Health Statistics, County Health Data Books (2007-2016), Mortality, Race-Specific and Sex-Specific Age-Adjusted Death Rates by County;
http://www.schs.state.nc.us/SCHS/data/databook/

Substance Use Disorders

Addiction to drugs or alcohol is a chronic health condition, and those who suffer from it are at risk for early death, certain diseases, injury and disability. Misuse of prescription painkillers and use of heroin and opiates have increased dramatically nationwide. Substance abuse can contribute to family instability, loss of employment, child neglect or maltreatment, poverty, involvement in the criminal justice system, and violence.

Illicit drug use, medication misuse, and alcohol abuse were identified as the #1, #3, #7 top community issues in the 2018 Community Opinion Survey, respectively. One in 5 respondents reported that a friend or family member had been affected by the use of prescription painkillers such as opioids or heroin. Of those, 42.5% indicated that they did not seek treatment.

Figure 44: Map of Regions, NCALHD
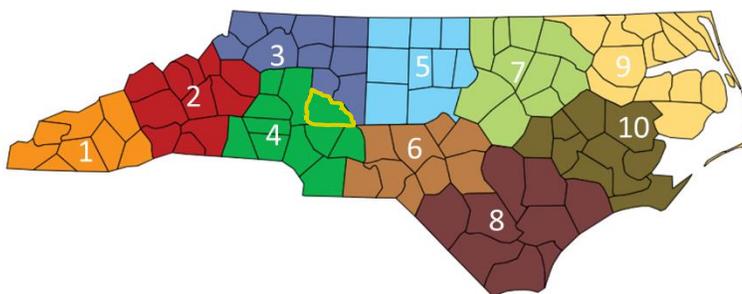
The newborn drug withdrawal hospitalization rate of 13.6 hospitalizations per 1,000 live births is higher than the Region 4 rate (6.7 per 1,000) and state (9.0 per 1,000). Region 4 is a part of a regional designation by the North Carolina Association of Local Health Directors (NCALHD), and consists of Alexander, Cabarrus, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Stanly, and Union counties in addition to Rowan.

Image Source: North Carolina Association of Local Health Directors, Map of Regions

Opiates include opium, heroin, methadone, and other synthetic opioids. The rate of opiate poisoning mortality is rising in both peer counties, and all three are above the State rate (Figure 46). While commonly prescribed opioid medications have been the leading substance contributing to the mortality rate, use of synthetic narcotics and heroin are rising in Rowan County (Figure 47).

According to SAMHSA's Behavioral Health Treatment Services Locator (https://findtreatment.samhsa.gov/), there are four operating substance abuse and opioid treatment programs in Rowan County. They are Treatment Centers LLC, Daymark Recovery Services Rowan Center, Genesis A New Beginning, and the Veterans Affairs Medical Center.

Figure 46: Opiate Poisoning Mortality Rate
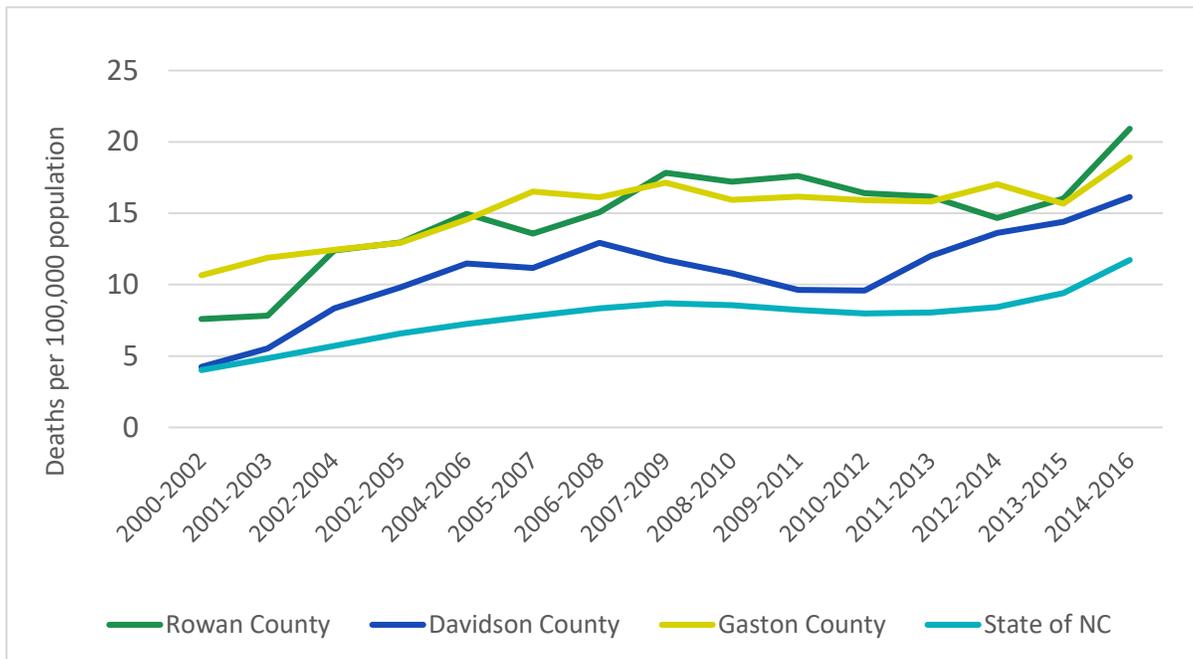
Source: N.C. State Center for Health Statistics, Vital Statistics-Deaths, 1999-2016, Unintentional medication and drug overdose: X40-X44 with any mention of specific T-codes by drug type. Analysis by Injury Epidemiology and Surveillance Unit

Figure 47: Substances Linked to Unintentional Medication And Drug Overdose

Rowan County Residents, 1999-2016
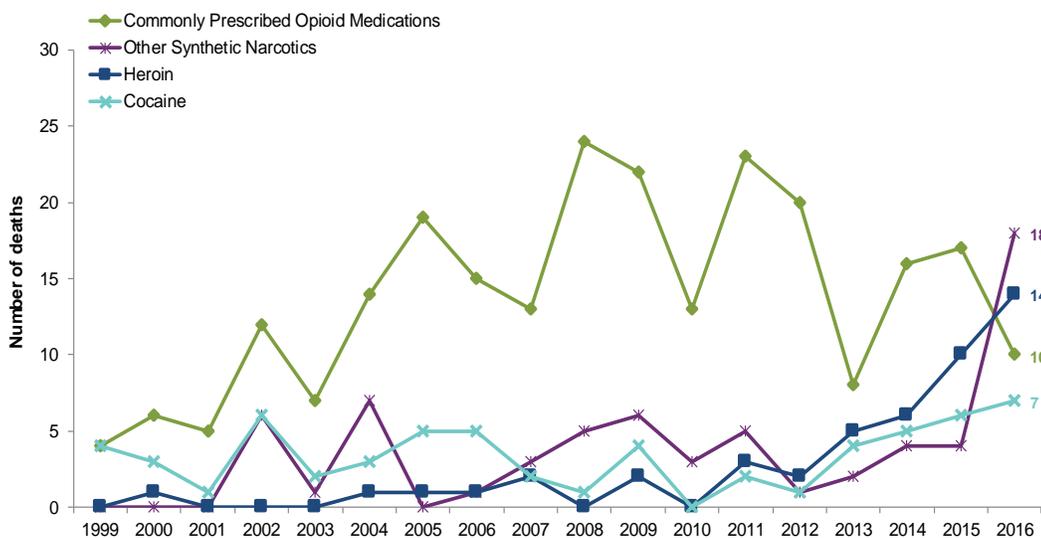
Image and Data Source: N.C. State Center for Health Statistics, Vital Statistics-Deaths, 1999-2016, Unintentional medication and drug overdose: X40-X44

Rowan EMS has been administering Naloxone since 2010 and has provided over 1,428 doses to Rowan residents as of the first quarter of 2018 (2017 and 2018 numbers are provisional). Beyond EMS usage of Naloxone, kits have been distributed to the general public. When asked in the Community Opinion Survey, 48.5% of Rowan residents confirmed that they had heard of the Narcan Rescue Kit Distribution program. When told of the program, if not previously aware, 59.9% of respondents thought this was a "very important" program for the community, but 63.8% reported they were not at all likely to utilize the program (Figure 49, 50).

Figure 48: EMS Administrations of Naloxone, Rowan County*
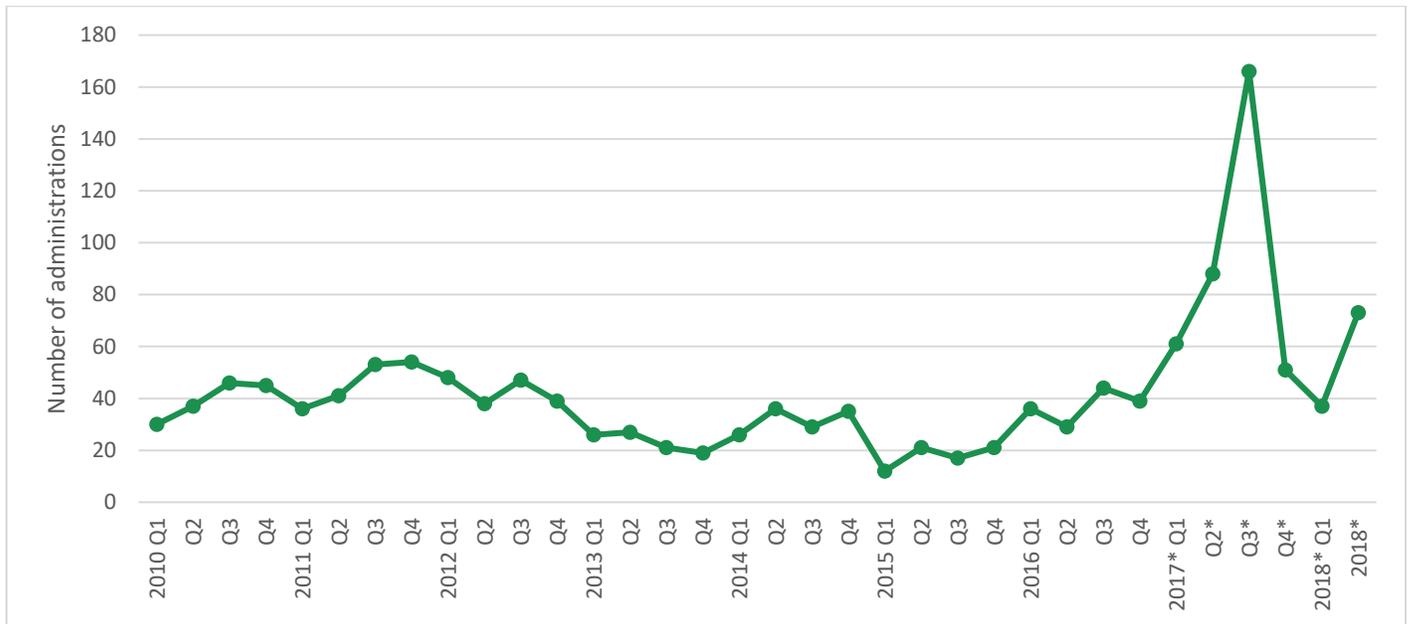
Source: NC Department of Health and Human Services, NC Opioid Dashboard, EMS Naloxone Administrations, https://injuryfreenc.shinyapps.io/OpioidActionPlan/ Accessed October 1, 2018. *Note: 2017 and 2018 numbers are provisional and subject to change

Figure 49: Community Awareness of Narcan Rescue Kits
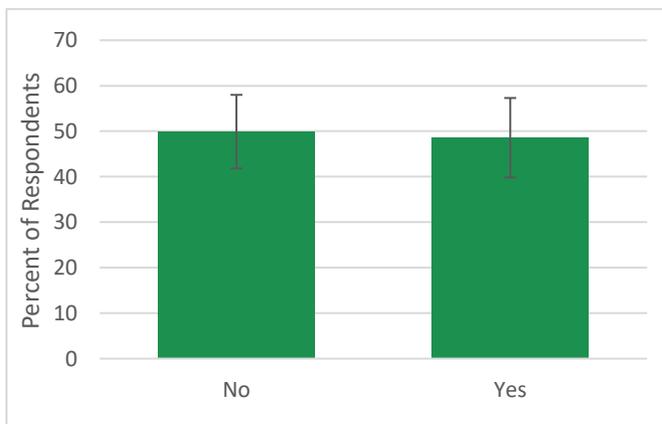
Source: Rowan County Community Opinion Survey, 2018

Figure 502: Importance of Narcan Rescue Kits
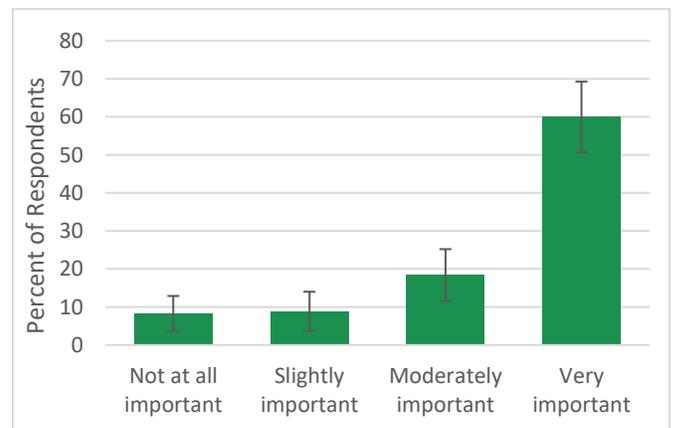
Source: Rowan County Community Opinion Survey, 2018

More respondents were aware of the Medication Take Back Box program, with 57.1% reporting they knew about it. 68.9% thought they were very important; however, responses were mixed as to whether they would utilize the program (Figure 51, 52).

Figure 51: Awareness of Medication Take Back Box program
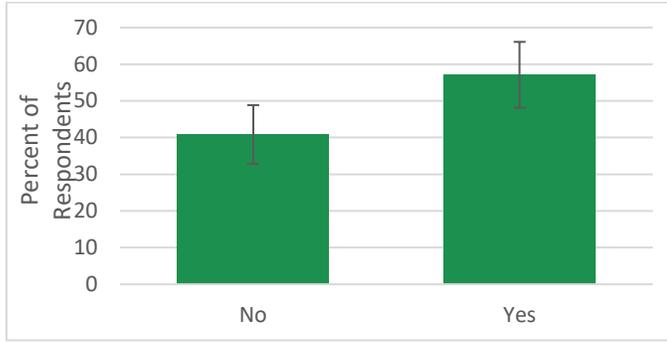
Source: Rowan County Community Opinion Survey, 2018

Figure 52: Likelihood of Utilization of Medication Take Back Box Program
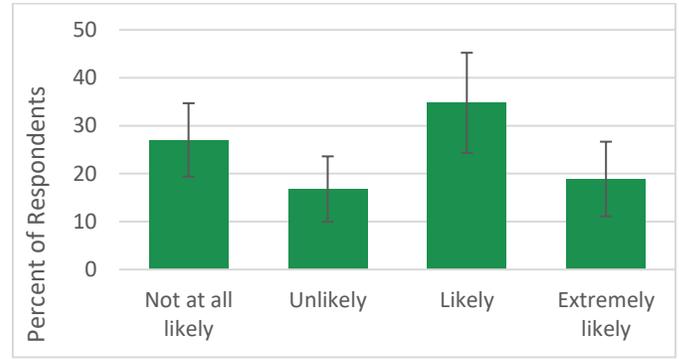
Source: Rowan County Community Opinion Survey, 2018

Alcohol Abuse

Excessive alcohol consumption can put individuals at higher risk for kidney disease and driving under the influence can put them at higher risk of motor vehicle crash and death. The Healthy NC 2020 goal is to reduce the percentage of alcohol-related traffic crashes to 4.9%. As of 2016, Rowan is meeting that goal at 4.3% (Figure 53).

HEALTHY NC 2020 OBJECTIVE

Reduce the percentage of traffic crashes that are alcohol-related.

Target: 4.9%
Rowan: 4.3%
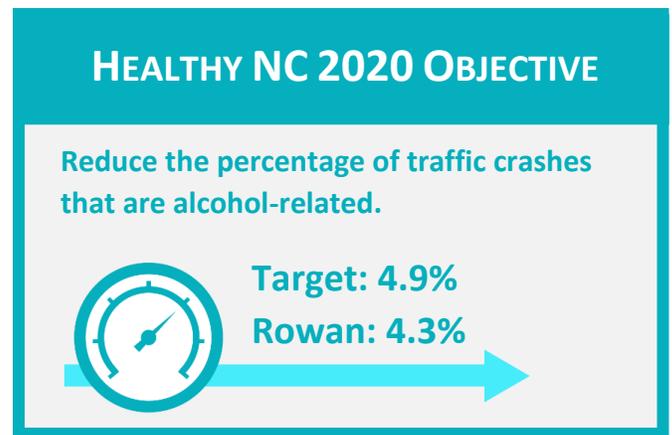
Figure 53: Alcohol-Related Motor Vehicle Crashes
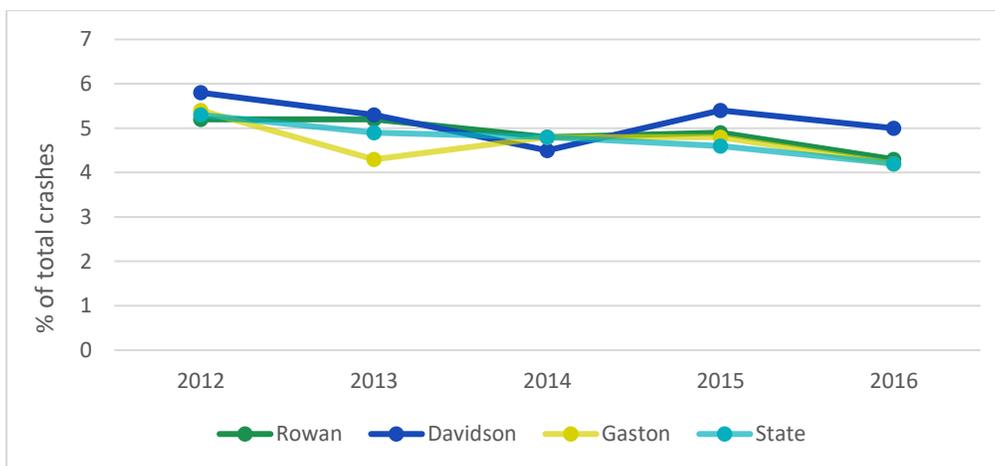
Source: North Carolina Crash Data, the UNC Highway Safety Research Center, the NC Governor's Highway Safety Program, and the NC Division of Motor Vehicles, Reportable Crashes on Publicly Maintained Roads, Year and Crash Alcohol Involvement, 2013-2017.

Tabulated Comparison to Healthy NC 2020 Goals

The following table shows the Healthy NC 2020 targets compared to primary and secondary data for Rowan County. Only the targets for which county-level data are available are shown below. For a full list of the Healthy NC 2020 targets, please visit the North Carolina Division of Public Health's website at https://publichealth.nc.gov/hnc2020/ .

Healthy NC 2020 Objective	Rowan*	NC†	2020 Target
TOBACCO USE			
1. Decrease the percentage of adults who are current smokers	19% (2018)	17.9% (2016)	13%
3. Decrease the percentage of people exposed to secondhand smoke in the workplace in the past seven days	12.8% (2018)	7.7% (2016)	0%
PHYSICAL ACTIVITY AND NUTRITION			
1. Increase the percentage of high school students who are neither overweight nor obese	51%**	67.7% (2015)	79.2%
2. Increase the percentage of adults meeting the CDC Aerobic Recommendations†	53.9% (2018)	48.1% (2015)	60.6%
3. Increase the percentage of adults who consume fruit one or more times per day†	89.1% (2018)	56.7% (2015)	69.7%
4. Increase the percentage of adults who consume vegetables one or more times per day†	95.6% (2018)	78.4% (2015)	84.7%
INJURY AND VIOLENCE			
1. Reduce the unintentional poisoning mortality rate (per 100,000 population)	23.7 (2012-16)	18.5 (2016)	9.9
3. Reduce the homicide rate (per 100,000 population)	8.5 (2012-16)	7.5 (2016)	6.7
MATERNAL AND INFANT HEALTH			
1. Reduce the infant mortality racial disparity between whites and African Americans	6.7 (2012-16)	2.68 (2016)	1.92
2. Reduce the infant mortality rate (per 1,000 live births)	7.5 (2012-16)	7.2 (2016)	6.3
3. Reduce the percentage of women who smoke during pregnancy	15.6% (2016)	8.9% (2016)	6.8%
SEXUALLY TRANSMITTED DISEASE AND UNINTENDED PREGNANCY			
3. Reduce the rate of new HIV infection diagnoses (per 100,000 population)	17.0 (2016)	13.9 (2016)	22.2
SUBSTANCE ABUSE			
2. Reduce the percentage of traffic crashes that are alcohol-related	4.3% (2016)	4.2% (2016)	4.7%
3. Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days	N/A	9.9% (2015-16)	6.6%

Healthy NC 2020 Objective	Rowan	NC*	2020 Target
MENTAL HEALTH			
1. Reduce the suicide rate (per 100,000 population)	18.2 (2012-16)	13.0 (2016)	8.3
2. Decrease the average number of poor mental health days among adults in the past 30 days	2.9 (2018)	3.8 (2016)	2.8
ORAL HEALTH			
1. Increase the percentage of children aged 1-5 years enrolled in Medicaid who received any dental service during the previous 12 months	46.6% (2011)	60.4% (2016)	56.4%
ENVIRONMENTAL HEALTH			
1. Increase the percentage of air monitor sites meeting the current ozone standard of 0.075 ppm	100% (2017)	100% (2014-16)	100%
INFECTIOUS DISEASE AND FOODBORNE ILLNESS			
2. Reduce the pneumonia and influenza mortality rate (per 100,000 population)	34.5 (2012-16)	16.5 (2016)	13.5
SOCIAL DETERMINANTS OF HEALTH			
1. Decrease the percentage of individuals living in poverty	18.0% (2012-16)	13.6% (2016)	12.5%
2. Increase the four-year high school graduation rate	83.9% (2012-16)	86.5% (2016-17)	94.6%
3. Decrease the percentage of people spending more than 30% of their income on rental housing	39.6% (2012-16)	46.9% (2016)	36.1%
CHRONIC DISEASE			
1. Reduce the cardiovascular disease mortality rate (per 100,000 population)	180.7 (2012-16)	214.1 (2016)	161.5
2. Decrease the percentage of adults with diabetes	11.4% 2014	11.3% (2016)	8.6%
3. Reduce the colorectal cancer mortality rate (per 100,000 population)	16.9 (2012-16)	13.2 (2016)	10.1
CROSS-CUTTING			
1. Increase average life expectancy (years)	75.3 (2012-16)	78.0 (2016)	79.5
2. Increase the percentage of adults reporting good, very good, or excellent health	74.8% (2018)	81.7% (2016)	90.1%
3. Reduce the percentage of non-elderly uninsured individuals (aged less than 65 years)	12.7% (2016)	13.0% (2016)	8%

*Rowan data are from a variety of local, state, and federal sources, including the 2018 Rowan Community Health Opinion Survey, UNC Highway Safety Research Center, NC State Center for Health Statistics, U.S. Census Bureau, County Health Rankings, CDC National Center for Health Statistics, and the U.S. Environmental Protection Agency.

†NC data ranging from 2011 to 2018. Source: Healthy North Carolina 2020, 2017 Annual Data Report.

** Data comes from Salisbury Pediatrics, and was not collected through a probability sample. Interpret with caution.

Chapter 4: Community Priorities

Focus Areas

After data was collected from the Community Opinion Survey, the focus groups, and secondary data sources it was presented at two Steering Committee meetings on July 11th and August 8th, 2018. At these meetings, Steering Committee members were asked to share their opinions on what data should be acted upon at the end of the assessment process. Their feedback, combined with the top concerns and priorities reported in the Community Opinion Survey and Focus Groups, helped inform the Advisory Group's selection of 9 focus areas:

- Affordable Housing and Homelessness

- Violent Crime

- Child Abuse and Neglect

- Transportation to Essential Health and Human Services

- Employment and Workforce Readiness

- Access to Health Care

- Healthy Lifestyle Behaviors

- Substance Use

- Mental Health

Voting Process

On September 26th, 2018, a Steering Committee meeting was held at Rowan County Department of Social Services and the public was invited to participate. It was well attended by both Steering Committee members, Advisory Group members, and county residents with a turnout of 58 people. After a presentation of the most salient data on each of the focus area topics, each attendee was invited to submit an anonymous vote on a paper ballot of their top three priorities. The ballots asked people to vote their top three in two categories, most important to the community and most actionable and realistic. A total of 54 ballots were cast, and yielded the focus areas of Substance Use, Mental Health, and Healthy Lifestyle Behaviors (Table 8, 9, 10).

Next Steps: Action Plans

After the priorities were selected, the Advisory Group convened three Action Planning meetings with stakeholders in each of the focus areas on October 8th, October 18th, and October 23rd, 2018. Using an A3 planning tool, participants identified the current condition, root causes, measures, specific actions and activities that could be implemented to address each of the three priorities and what measurements would indicate progress. The proposed action plans generated from these meetings are available in Appendix D- Action Plans.

Table 8: Ballots Cast For 'Most Important'

FOCUS AREA	Total Votes	Rank
Substance Use Disorders	53	1
Mental Health	30	2
Healthy Lifestyle Behaviors	20	3
Child Abuse and Neglect	15	4
Violent Crime	12	5
Employment and Workforce Readiness	11	6
Access to Healthcare	10	7
Affordable Housing and Homelessness	5	8
Transportation to Essential Health and Human Services	4	9

Table 9: Ballots Cast For 'Most Realistic, Most Actionable'

FOCUS AREA	Most Actionable	Rank
Substance Use Disorders	42	1
Mental Health	21	2
Healthy Lifestyle Behaviors	21	3
Employment and Workforce Readiness	17	4
Access to Healthcare	14	5
Child Abuse and Neglect	11	6
Violent Crime	11	7
Transportation to Essential Health and Human Services	10	8
Affordable Housing and Homelessness	9	9

Table 10: Combined Results

FOCUS AREA	Combined	Rank
Substance Use Disorders	95	1
Mental Health	51	2
Healthy Lifestyle Behaviors	41	3
Employment and Workforce Readiness	28	4
Child Abuse and Neglect	26	5
Violent Crime	24	6
Access to Healthcare	23	7
Transportation to Essential Health and Human Services	14	8
Affordable Housing and Homelessness	14	9

Chapter 5: Prevention and Health Promotion Resources

The following section represents select resources that exist and ones that are needed. The resources listed are not exhaustive. For more resources on each of the priority areas, please visit NC 2-1-1, a resource and referral service provided by the United Way of North Carolina: https://www.nc211.org/

1. Substance Use

Treatment Providers in Rowan County

Daymark Recovery Services, Rowan Center

Address: 2129 Statesville Boulevard, Salisbury, NC 28147
Web: http://www.daymarkrecovery.org/

Cardinal Innovations Healthcare Solutions, Piedmont Community Office

Address: 4855 Milestone Ave., Kannapolis, NC 2808
Web: https://www.cardinalinnovations.org/

Capstone Recovery Center

Address: 418 W. Innes St., Salisbury, NC 28144
Web: http://www.capstonerecoverycenter.org/

Genesis A New Beginning

Address: 625 West Innes Street, Suite 201, Salisbury, NC 28144
Web: https://www.genesis-anb.com/

Treatment Centers LLC, Rowan Treatment Associates

Address: 448 Jake Alexander Boulevard West, Salisbury, NC 2814 7
Web: http://nctreatmentcenters.com/rowan-treatment.html

Veterans Affairs Medical Center, Substance Abuse Residential Rehab

Address: 1601 Brenner Avenue, Unit 4-4 Building 4, Salisbury, NC 28144
Web: https://www.salisbury.va.gov/

Current Programs and Collaborations

Rowan County Health Department (RCHD) currently runs two interventions focused on reducing the medication and drug poisoning deaths in Rowan County. The Narcan Rescue Kit Distribution Program has prepared 135 kits and distributed 100 kits to 4 of the 9 pharmacies in Rowan County. RCHD has collaborated with the Emergency Services and Telecommunications team so that 911 operators receiving calls for an overdose can ask callers if they have access to a Narcan Rescue Kit. The Medication Take-back box program is in collaboration with local law enforcement to install 14

collection boxes. In 2017, law enforcement removed 2,734 pounds of unused and expired medication. The drop boxes can be found at the following locations:

- China Grove Town Hall
- Cleveland Town Hall
- Granite Quarry Police Department
- Kannapolis Police Department
- Moose Pharmacy
- Novant Health Rowan Medical Center
- Rockwell Police Department
- Rowan County Cooperative Extension

- Rowan County Health Department
- Rowan County Sheriff's Office, Landis location
- Rowan County Sheriff's Office, Salisbury location
- Rufty-Holmes Senior Center
- Salisbury Police Department
- Spencer Police Department

The Opioid Task Force was created two years ago at the prompting of county commissioners. It is led by the RCHD along with partners including the Center for Prevention Services, law enforcement, EMS, and others. Currently, the task force efforts include creating a resource directory, reducing harm through a syringe exchange, education to county leadership, working with law enforcement and EMS to create a live map of overdoses, and providing pregnant and using women with whole person support through a SUN Clinic. Future work may include the development of a Quick Response Team (QRT), composed of a social worker, a police officer, and a peer specialist.

Cardinal Innovations, in partnership with Rowan County Partners Community Group, the RCHD, and Healthy Rowan, is hosting a conference to educate business leaders and community leaders on whole person health.

The Drug Free Community Support Program received a 5-year federal grant to focus on preventing adolescent use of alcohol and prescription drugs and forming a community-level coalition.

Programs and Resources Needed

- Long-term treatment facility: Currently Rowan County only has one, Capstone Recovery Center, which only serves females. A facility treatment is needed for males. A long-term treatment facility is needed that is free of charge and approaches recovery holistically.
- A detox center
- Additional counseling services and facilities, especially low-cost and no-cost options
- Harm reduction services
- Greater capacity to offer medication assisted therapy (MAT) through the Community Care Clinic of Rowan County and through Primary Care Physicians
- Resources for law enforcement to connect people who overdose with treatment
- Development of a Quick Response Team (QRT) to deliver crisis intervention services
- Trauma-informed prevention education for all age groups providing information on Hepatitis C and HIV/AIDS

2. Mental Health

Treatment Providers in Rowan County

Cardinal Innovations Healthcare Solutions, Carter House

Address: 600 W Innes St, Salisbury, NC 28144
Web: https://www.cardinalinnovations.org/

Circle of Hope, funded through the Michael Yang Foundation

Address: 2290 Statesville Blvd., Salisbury, NC 28147
Web: http://michaelyangfound.org/index.php?option=com_content&view=article&id=4&Itemid=3

Daymark Recovery Services, Rowan Center

Address: 2129 Statesville Boulevard, Salisbury, NC 28147
Web: http://www.daymarkrecovery.org/

Family Crisis Council

Address: Rufty-Holmes Senior Center, 1120 Martin Luther King Jr. Ave. S., Salisbury, NC 28144
Web: https://ruftyholmes.org/lunch-clubs/

Lifeworks Behavioral Health

Address: 612 Mocksville Ave #2, Salisbury, NC 28144
Web: https://www.novanthealth.org/rowan-medical-center/services/behavioral-health.aspx

National Alliance on Mental Illness (NAMI) - Rowan

Phone: (704) 640-8811 *address not listed*
Web: https://www.nami.org/Local-NAMI/Details?state=NC&local=efb582e2-c613-41f5-91f8-60a4a66a5f4c

Novant Health Psychiatry – Salisbury

Phone: 315 Mocksville Ave., Salisbury, NC 28144
Web: https://www.novanthealth.org/clinic-locations/novant-health-psychiatry---salisbury.aspx

NC 2-1-1

For a more comprehensive listing of individual mental health providers in Rowan County, please visit NC 2-1-1, a resource and referral service provided by the United Way of North Carolina: https://www.nc211.org/

Programs and Resources Needed

- Emergency mental health services
- Adequate number of mental health providers
- Transitional level facility
- Programs to combat stigma, specifically among LGBTQ populations
- Free and low-cost mental health services
- A step-down program for inmates transitioning back into the community
- Interagency collaboration and coordination

3. Healthy Lifestyle Behaviors

Resources in Rowan County

The City of Salisbury, Parks and Recreation

Address: 217 S. Main St., Salisbury, NC 28144
Web: http://salisburync.gov/Government/Parks-and-Recreation

KaBoom

Website enables a search of parks and playgrounds in Rowan County.
Web: https://www.cardinalinnovations.org/

Lunch Clubs for Rowan County Older Adults

Address: Rufty-Holmes Senior Center, 1120 Martin Luther King Jr. Ave. S., Salisbury, NC 28144
Web: https://ruftyholmes.org/lunch-clubs/

Meals on Wheels of Rowan

Address: 1307 S. Salisbury Ave, Spencer, NC 28159
Web: https://www.mowrowan.org/

Rowan County Parks and Recreation

Address: 425 Airport Road, Salisbury, NC 28147
Web: https://www.rowancountync.gov/GOVERNMENT/Departments/ParksRecreation.aspx

The YMCA of Rowan County

Three locations in Rowan County: Salisbury, South Rowan, and East Rowan
Web: http://www.rowanymca.com/#

Current Programs and Collaborations

The Daily Mile – Healthy Rowan has established this program in 10 Elementary schools, with support from the School District to have the program running in all Elementary schools by the beginning of next year. The Daily Mile allows for 15 minutes of instructional time for students to run, walk, or jog a mile each and every day.

Rowan County Health Department (RCHD) currently runs three interventions focused on increasing the consumption of fruits and vegetables and four programs aimed at reducing tobacco use.

- Cooking Matters at the Store provides two curriculums to teach low-income adults how to shop for fruits and vegetables on a budget.
- Farmers Market Nutrition Program partners with the Rowan County Farmer's Market to enable recipients of WIC to purchase locally grown fruits and vegetables.

- The Faithful Families Eating Smart and Moving More program collaborates with local faith communities to teach a 9-session curriculum on nutrition and physical activity.
- The Tobacco Free Rowan website provides information to local businesses and organizations on tobacco-free policies.
- The Young Lungs at Play initiative assists municipalities to develop tobacco-free policies and has helped implement policies in five municipalities and one apartment complex.
- The Project Alert curriculum is aimed at prevention of substance abuse including tobacco with 7th and 8th graders and has been implemented for two consecutive years in a local middle school.
- Catch My Breath is a best-practices program aimed at reducing E-cigarette use in youth.

Tobacco-free Parks – In partnership with Rowan County Government and Healthy Rowan, policies were passed in 2018 to support tobacco-free parks at the County level.

ARCHES/Adventure Rowan – Healthy Rowan currently works with a local pediatric practice and the Salisbury Parks and Recreation department to encourage physical activity and promote healthy nutrition. Children ages 5 – 11 in the 95th percentile for BMI are referred into the family-based program which provides 60 minutes of physical activity and 15 minutes of nutrition education twice a week.

The Healthy Food Pantry project is a joint effort of Healthy Rowan agencies and Novant Health. Rowan Helping Ministries and Main Street Mission (Meeting and Marketplace) are both implementing environmental changes to support getting healthier food items to those most in need. Over the course of the next year Jeannie's Kitchen, Rowan County's only community kitchen, will be supporting healthy food and beverage policy changes to ensure all those who receive a meal are receiving nutritious and healthy meals.

Go NAP SACC is a program in partnership between the Rowan County Health Department, Smart Start Rowan, Salisbury-Rowan Community Action Agency (Head Start) and local child development/education centers. The program focuses on improving physical activity and nutrition standards by providing evidence-based curriculum, teacher training, and support for policy, systems, and environments.

Programs and Resources Needed

- More sidewalk connections, bike lanes, and improved greenway access
- Increased public transportation access to places of physical activity
- Community gardens
- Community-wide programs to target food deserts and high-poverty areas with no or low-cost options for nutrition and recreation
- A repository to document outcomes and inventory resources
- Workplace Wellness programming that supports policies around healthy eating at worksites and encourages physical activity
- Three municipalities do not have tobacco-free park or building policies still. In addition, the County buildings need to become tobacco-free.

Appendices

A – Survey Methods, Instrument and Results

Community Opinion Survey

A total of 169 interviews were conducted door-to-door by community volunteers, public health department staff and its partner agencies. Interviews were conducted between 10 a.m. and 6 p.m., Thursday to Saturday, May 10-12, 2018 and various evenings May 22 to June 12. Trained interviewers administered the Community Opinion Survey to community residents in randomly selected neighborhoods and at households throughout the county (Figure 1). The survey included questions related to community and personal health status and access to care (Q1-22), community issues and services (Q23-32), community improvement readiness (Q33-38), housing, physical environment and family (Q39-53) and household demographic characteristics (Q54-60).

Data collection protocol was submitted to the UNC Institutional Review Board (IRB). This submission was reviewed by the Office of Human Research Ethics, which determined that this submission does not constitute human subjects research as defined under federal regulations [45 CFR 46.102 (d or f) and 21 CFR 56.102(c)(e)(l)] and does not require IRB approval.

Figure A.1. Community Assessment Survey Sample for Rowan County, 2018
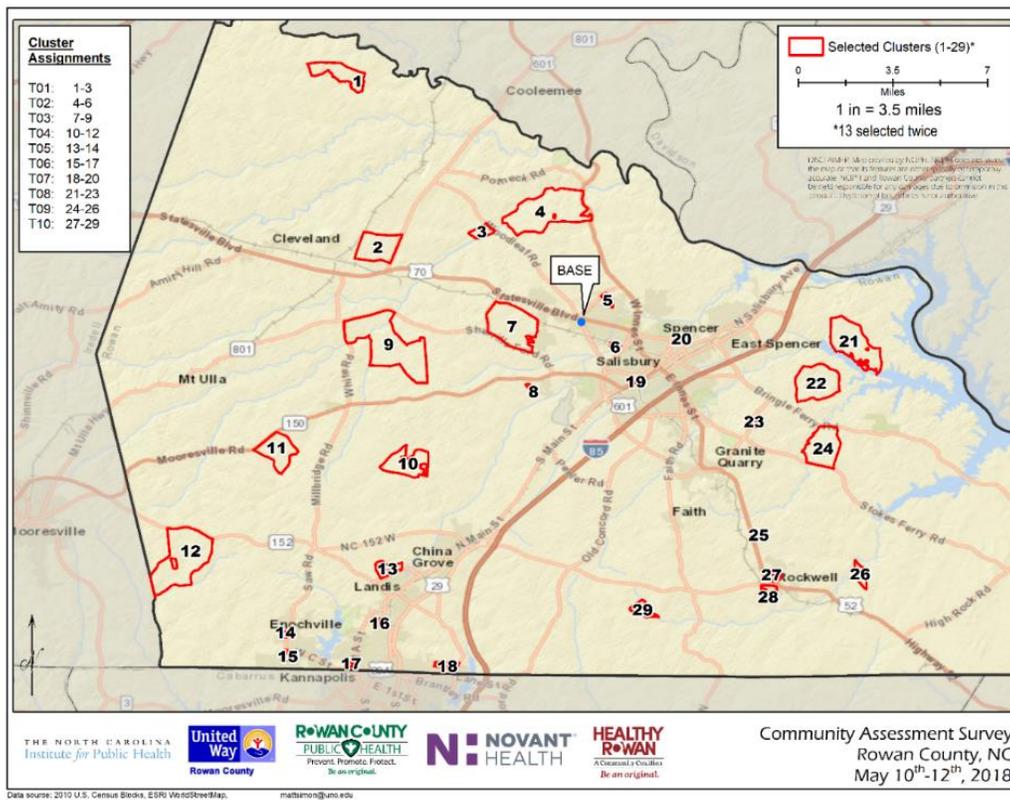
Sampling

A two-stage cluster sampling method developed by the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) was employed, using population-based sampling weights from each U.S. Census block. Population weighted cluster sampling (PPS) allows the results to be generalized to the entire population of interest; however, stratification of results by sub-groups can result in imprecise estimates because of sample size. This method has been validated for rapid assessments of a variety of population-level public health needs and produces valid and precise estimates that are within +/- 10% of the "true" estimate[1][2][3]. The sampling frame consisted of ALL blocks in Rowan County, giving every resident a chance to participate. Twenty-nine blocks were randomly selected (PPS) with replacement. One block was selected twice for a total sample of 30 blocks. Within each selected block, seven random interview locations were identified, using local address building point data, for a total sample size of 210.

Response Rates

Tracking forms were kept by survey teams to account for the outcome of each door that was knocked on. The success rate was 81.0% (169/210), while the response rate was 59.7% (169/317). This is a measure of cooperation and is calculated by dividing the number of completed interviews by the number of housing units where contact was made. The contact rate was 29.0%, which is a measure of effort and is calculated by dividing the total number of surveys completed by the total number of attempts. There were 289 contacts made during the sampling in nearly 587 attempts. This includes instances where there was no one home and a replacement address had to be selected. Tracking forms were not available for all completed interviews, so the response rate calculations are incomplete. These are all typical rates seen when conducting face-to-face interviews and do not indicate a high probability that bias exists in the sample.

Demographic Comparison

Comparisons of the overall county frequencies and the sample were made in order to determine how representative the sample is (Table A.1). Based on these comparisons, the sample shows good alignment with the overall county population, allowing us to feel confident that our sample is representative of the county population overall. Sub-populations that are underrepresented were targeted with focus groups.

Interpretations and Limitations

The survey methodology produces data that is generalizable to the county level. The two-stage cluster sampling method randomly selects areas throughout the sample area based on population, creating a representative sample of residents throughout the sample frame (Rowan County). Each response is weighted such that the total number of responses equals the total population in all of Rowan County. The weighted percentage therefore represents the estimated percent of the responses for the entire sampling frame, within a given certainty, shown by the confidence interval. If the survey were to be repeated 100 times, the 95% confidence interval represent the range of values that would be expected in 95 out of 100 instances. In other words, we have 95% confidence that the true value is within that range.

The limitation of this methodology, which is designed to be representative of each county, is that we are unable to examine sub-county populations or specific areas within the county *with precision*. Results can be stratified, but the confidence intervals become so wide that the results are not meaningful. Efforts to focus on specific areas or groups typically include targeted surveys, key informant interviews, or focus groups and listening sessions.

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[1] Binkin N, Sullivan K, Staehling N, Nieburg P. (1992). Rapid nutrition surveys: how many clusters are enough? *Disasters*. 16(2) 97-103.

[2] Brogan D, Flagg EW, Deming M, Waldman R. (1994). Increasing the accuracy of the expanded programmed on immunization's cluster survey design.

[3] Frerichs RR, Shaheen MA. (2001) Small-community-based surveys. Annual Rev Public Health 22, 231-47.

Table A.1. Demographic characteristics of survey respondents (n=169, ages 18 and over) and Rowan County.

		Community Assessment Survey Sample* (95% CL)	Rowan County (+/- Margin of Error)
Gender (n= 168)			
	Female	57.7% (48.0%, 66.9%)	50.6%[1]
Age (n=168)			
	Median age	55	46.5[2]
Race (n=169) and Ethnicity (n=169)			
	White Alone	82.0% (72.3%, 91.6%)	79.6%[1]
	Black or African American Alone	14.2% (5.8%, 22.5%)	16.8%[1]
	Other/Multi-racial	3.8% (0%, 9.2%)	3.6%[1]
	Hispanic	5.4% (0.5%, 10.3%)	8.8%[1]
Education (n=168)			
	Less than 9th grade	5.8% (0.5%, 11.2%)	5.7% (+/- 0.7)[3]
	9th to 12th grade, no diploma	8.3% (2.1%, 14.4%)	10.4% (+/- 0.8)[3]
	High school graduate (or GED)	34.0% (25.5%, 42.6%)	33.2% (+/- 1.3)[3]
	Some college, no degree	13.0% (7.6%, 18.5%)	22.5% (+/- 1.0)[3]
	Associate's degree or vocational training	15.1% (7.6%, 22.5%)	10.6% (+/- 0.8)[3]
	Bachelor's degree	12.6% (6.9%, 18.3%)	12.7% (+/- 0.7)[3]
	Graduate or professional degree	10.6% (4.8%, 16.5%)	4.9% (+/- 0.5)[3]
Income (n=133)			
	Less than $10,000	6.0% (1.7%, 10.3%)	8.8% (+/- 0.8)[4]
	$10,000 to $14,999	4.3% (0.4%, 8.2%)	6.2% (+/- 0.8)[4]
	$15,000 to $24,999	21.8% (11.2%, 32.5%)	12.7% (+/- 0.9)[4]
	$25,000 to $34,999	13.2% (5.7%, 20.7%)	11.9% (+/- 0.9)[4]
	$35,000 to $49,999	9.4% (4.5%, 14.3%)	16.0% (+/- 1.1)[4]
	$50,000 to $74,999	12.1% (6.7%, 17.5%)	19.3% (+/- 1.2)[4]
	$75,000 to $99,999	16.2% (9.3%, 23.1%)	11.8% (+/- 1.0)[4]
	$100,000 and more	16.9% (6.3%, 27.5%)	13.3 (+/- 0.9)[4]

*Ages 18 and over, [1]U.S. Census Bureau Population Estimates Program, 2017, [2]U.S. Census Bureau, Decennial Census, 2010, [3]U.S. Census Bureau, American Community Survey 2002-2016 (25 years and older), [4]U.S. Census Bureau, American Community Survey 2002-2016

2018 Rowan County Community Survey

Read the following section to each potential participant:

Hello, I am _____ and this is _____ representing the Rowan County United Way, Rowan County Health Department, Healthy Rowan and the Novant Health Rowan Medical Center. We are conducting a survey to learn more about the health and topics of concern among Rowan County residents. We will use the results of this survey to help create action plans to address major community health issues in Rowan County.

Your neighborhood was one of many randomly selected in the County. The survey is voluntary, and it should take no longer than 20 minutes to complete. Your answers will be completely confidential. The information you give us will not be linked to you in any way.

Would you like to participate? ___Yes   ___No

(If no, stop the survey here and thank the person for his or her time.)

Eligibility

We are only interviewing adults 18 and older. Are you 18 years old or older? ___Yes   ___No

(If no, ask if you can speak with someone who is 18 years or older. If no one is available, stop the survey here and thank the person for his or her time.)

Do you live in this household?   ____Yes   ____ No

(If no, ask to speak with someone who does live there. If no one is available, stop the survey here and thank the person for his or her time.)

If there is anything that we ask or say that you do not understand, or you would like further explanation about any item, please <u>do not hesitate</u> to ask.

Part 1: Community and Personal Health Status and Access to Care

This first set of questions covers community issues and your own personal health. Remember, the answers you give for this survey will not be linked to you in any way.

1. **Where do you go <u>most often</u> when you are sick?** *(DO NOT read the options. Mark only the one they say. If they cannot think of one, read:* **Here are some possibilities.** *Read responses.* **Choose only one please.)**

   ○ Doctor's office (primary care)   ○ Community Clinic
   ○ Health department   ○ Other:_____
   ○ Hospital Emergency Room   ○ *Refused to answer*
   ○ Urgent Care Center

2. **In the past 12 months, did you have a problem getting the health care you needed <u>for you personally or for a family member</u> from any kind of health care provider including from a pharmacy or mental health provider or a substance use treatment center?**

   ○ Yes   ○ *Refused to answer **(skip <u>to</u> Q5)***
   ○ No ***(skip <u>to</u> Q5)***

3. **Since you said "yes," what type of provider or facility, did you or your family member have trouble getting health care from? You can choose as many of these as you need to. If there was a provider that you tried to see but we do not have listed here, please tell me and I will write it in.** *(**Give participant handout**, offer to read providers.)*

   ☐ Dentist   ☐ Pharmacy
   ☐ General practitioner/primary care   ☐ Health department
   ☐ Eye care/ optometrist/   ☐ Hospital
      ophthalmologist   ☐ Urgent Care Center
   ☐ Pediatrician   ☐ Medical Clinic
   ☐ OB/GYN   ☐ Specialist *(What type?)* _____
   ☐ Mental health care provider   ☐ Other _____
   ☐ Substance abuse treatment center   ☐ *Refused to answer*

4. **What were the problems that prevented you or your family member from getting the necessary health care?** *(Read problems only if necessary.)*

   ☐ No health insurance.   ☐ Pharmacy hours didn't work with my
   ☐ Insurance didn't cover what I/we   schedule.
      needed.   ☐ Pharmacy was too far away.
   ☐ Share of the cost (deductible /co-pay)   ☐ No way to get there.
      was too high.   ☐ Service was not available in Rowan County
                                                  ☐ Not enough providers offer the service

☐ Doctor would not take my/our insurance or Medicaid.	☐ Didn't know where to go.	
☐ Hospital would not take my/our insurance.	☐ Couldn't get an appointment.	
	☐ The wait was too long.	
	☐ I didn't have childcare.	
Dentist would not take my/our insurance or Medicaid.	☐ Other: _____	
	☐ *Refused to answer*	

5. Considering both your mental and physical health, would you say that, in general, your health is … *(Read choices and choose only one.)*

○ Excellent	○ Fair	○ *Refused/No response*
○ Very good	○ Poor	
○ Good	○ Don't know/not sure	

6. Now I have a list of health conditions that I would like to ask you about. I will first ask if you have been diagnosed with the condition and then if you have, please tell me if you have had problems accessing services. So, in the past year, has a <u>doctor, nurse, or other health professional</u> diagnosed you with any of the following illnesses or conditions? You can tell me yes or no.

	Diagnosis		Problems accessing services	
a. Asthma	○ Yes	○ No	○ Yes	○ No
b. Mental health diagnosis (depression, anxiety, etc.)	○ Yes	○ No	○ Yes	○ No
c. High blood pressure	○ Yes	○ No	○ Yes	○ No
d. High cholesterol	○ Yes	○ No	○ Yes	○ No
e. Diabetes (not in pregnancy)	○ Yes	○ No	○ Yes	○ No
f. Overweight/Obesity	○ Yes	○ No	○ Yes	○ No
g. Lung disease	○ Yes	○ No	○ Yes	○ No
h. Dementia/Short-term memory loss	○ Yes	○ No	○ Yes	○ No
i. Vision or hearing loss	○ Yes	○ No	○ Yes	○ No
j. Liver disease	○ Yes	○ No	○ Yes	○ No
k. Cancer	○ Yes	○ No	○ Yes	○ No

7. Would you support a tobacco-free policy for the County?

○ Yes	○ Don't know/Not Sure
○ No	○ Refused

8. Do you currently smoke cigarettes or use any kind of tobacco product on a daily basis? This could include smokeless tobacco like dip or chewing tobacco, e-cigarettes, vape pens or juuls. (E-cigarettes, vape pens and juuls (pronounced "jewels") are electronic devices that heat a liquid form of nicotine to generate a vapor that the user inhales.)

○ Yes	○ Don't know/Not Sure
○ No	○ Refused

9. **During this past week were you exposed to secondhand smoke at home, in a car or your workplace?** (Note: Check all that apply, follow-up with specific location if necessary)

☐ Yes, at home   ☐ No
☐ Yes, in a car   ☐ Don't know/Not Sure
☐ Yes, at work   ☐ Refused

10. **During a typical week, how much time are you physically active?** *(Choose one)*

○ None (***skip to Q12***)   ○ 101 to 150 minutes per week
○ Less than 30 minutes per week   ○ 151 minutes or more (over 2.5 hours)
○ 30 to 60 minutes per week   ○ *Refused*
○ 61 to 100 minutes per week

11. **Where do you engage in exercise or physical activities?** *(check all that apply then **SKIP TO #13** unless the response is "I don't exercise." Continue on to #12 if respondent does NOT exercise)*

☐ I don't exercise *(ask Q12)*   ☐ YMCA
☐ Public rec center(s), parks, or trails   ☐ Faith community
☐ Home   ☐ Malls
☐ Neighborhood   ☐ School setting
☐ Private gym/pool   ☐ Other (specify):_____
☐ Work   ☐ Don't know/Not Sure
☐ Senior Center   ☐ Refused

12. **Are there any reasons why you don't exercise? You can give as many reasons as you need.**
    (Let them answer and repeat the category checked in the list. Select <u>all that apply</u>.)

☐ I don't like to exercise/lack of   ☐ I don't have access to a facility that has the things
   motivation   I need, like a pool, track, etc.
☐ I would need child care and I   ☐ There is no safe place to exercise
   don't have it   ☐ Lack of time/too busy
☐ It costs too much to exercise   ☐ I don't need to exercise
   (equipment, shoes, gym)   ☐ Other (specify):_____
☐ I'm physically unable   ☐ Don't know/Not Sure
☐ I'm too tired to exercise   ☐ Refused
☐ Lack of transportation

13. **Most of us don't eat healthy all the time. When you aren't eating a healthy diet, what do you think makes it hard for you to eat healthy? Tell me all that apply.** *(Read choices. Choose all that apply.)*

☐ Healthy food costs too much

☐ Healthy food doesn't taste good

☐ I don't know how to prepare the food we like (or food in general) in a healthy way

☐ I don't know what foods are healthy

☐ Convenience – it takes too much time to shop for and prepare healthy choices when I am busy

☐ It's hard to find healthy choices when you eat outside the home

☐ Nobody else in my family would eat it

☐ There aren't places in my neighborhood to buy healthy foods

☐ Other: _____

☐ *I don't want to answer*

14. In the last 12 months, did you or others in your household ever cut the size of a meal, use a food pantry, seek reduced cost community meals, or skip meals because there wasn't enough money for food? *(Choose one)*

    ○ Yes   ○ No   ○ *Refused to answer*

15. Thinking about breakfast, lunch and dinner, how many times in a typical week do you eat meals that were not prepared at home, like from restaurants, cafeterias, reduced cost community meal options or fast food? *(Read choices. Choose one.)*

    ○ Never   ○ Once a week or less   ○ 2-3 times a week   ○ More than 3 times a week   ○ *Refused to answer*

16. About how many <u>servings</u> of fruit do you eat each day? (**Show fruit and veggie handout**)

    ○ None   ○ 1-2   ○ 3-4   ○ 5+   ○ *Refused*

b. About how many <u>servings</u> of vegetables do you eat each day?

    ○ None   ○ 1-2   ○ 3-4   ○ 5+   ○ *Refused*

17. Have you ever been to the Salisbury-Rowan Farmer's Market?

    ○ Yes   ○ No   ○ *Refused to answer*

18. Now thinking about your mental health, which includes stress, depression, anxiety and problems with emotions, for how many days during the past 30 days was your mental health not good? (*If respondent falters on providing exact number, prompt them with "Would you say 1 week, 2 weeks, 3 weeks, or 4 weeks?"*).

    _____ **Number of days**   ○ *Don't know/Not Sure*
                                     ○ *Refused*

19. If a friend or family member needed counseling for a mental health or a drug/alcohol abuse problem, who is the first person you would tell them to talk to? *(DO NOT read the options. If they can't think of anyone*... **Here are some possibilities. Please choose only one.**)

    ○ Private counselor or therapist   ○ Minister/religious official/church
    ○ Support group (e.g., AA. Al-Anon)   ○ Other: _____
    ○ School counselor   ○ *Don't know*
    ○ Doctor   ○ *Refused to answer*
    ○ Family/friends
    ○ Community agency

20. How long has it been since you last visited a dentist or a dental clinic for a routine checkup? *(Read categories if necessary)*

- ○ Within the past year (<1 year) *(skip to Q22)*
- ○ Within the past 2 years (1-2 years) *(skip to Q22)*
- ○ Within the past 5 years (2+ to 5 years) *(skip to Q22)*
- ○ 5 or more years ago *(continue to Q21)*
- ○ Never been to a dentist *(continue to Q21)*
- ○ Don't know/Not Sure
- ○ Refused

21. What are some of the reasons you have never visited a dentist, or it has been more than 5 years? (*Choose all that apply, prompt with responses if necessary***)**

- ☐ Lack of dental insurance
- ☐ Cost – too expensive or can't afford the services
- ☐ Fear of dentist
- ☐ Haven't needed to go (no need)
- ☐ Other (specify):_____
- ☐ Refused

22. What type of health insurance <u>do you currently have</u>?

- ☐ Private or employer provided insurance
- ☐ Medicaid
- ☐ Medicare
- ☐ NC Health Choice
- ☐ TriCare (Military or veteran's insurance)
- ☐ Community Care Plan
- ☐ ACA Marketplace / Obamacare
- ☐ I do not have health insurance
- ☐ Other (specify):_____
- ☐ Refused

Part 2: Community issues and services

23. Please look at this list of health and safety issues in the community. *(Give person the sheet of issues.)* **In your opinion, which THREE issues most affect the quality of life in Rowan County? If you would like, I can read these out loud as you think about them. The next question will cover another set of community issues.** *(Read health and safety problems if they prefer to have them read.)*

- ☐ Alcohol abuse
- ☐ Abuse of the elderly
- ☐ Child neglect and abuse
- ☐ Discrimination/ racism
- ☐ Domestic/sexual violence
- ☐ Gang involvement/activity
- ☐ Illicit drug abuse
- ☐ Lack of/ inadequate health insurance
- ☐ Mental health concerns (depression, anxiety, dementia, etc.)
- ☐ Motor vehicle injuries including to bicyclists and pedestrians
- ☐ Prescription drug misuse abuse
- ☐ Reckless/drunk driving
- ☐ Smoking/tobacco use
- ☐ Theft
- ☐ Unintended pregnancies
- ☐ Violent crime (murder, assault)
- ☐ Other: _____
- ☐ *I don't want to give an answer*

24. Now let's look another set of community issues and services. *(Give person the sheet of issues.)* <u>**In your opinion, which THREE issues or services most affects the quality of life in Rowan County?**</u> **If you would like, I can read these out loud as you think about them. If there are other community problems or health issues that you consider important that are not on this list, please let me know and I will write them in.** *(Read issues if they prefer to have them read.)*

- ☐ Dropping out of school
- ☐ Homelessness
- ☐ Hunger
- ☐ Lack of affordable housing
- ☐ Lack of care to elderly who cannot leave their homes
- ☐ Lack of child care
- ☐ Lack of educational opportunities
- ☐ Lack of healthy food choices or affordable healthy food
- ☐ Lack of job opportunities

- ☐ Lack of literacy/not be able to read
- ☐ Lack of recreational facilities (parks, trails, community centers, pools, etc.)
- ☐ Lack of recreational programs for youth
- ☐ Lack of transportation
- ☐ Low income/poverty
- ☐ Pollution (of air, water, land)
- ☐ Poor housing conditions
- ☐ Unemployment
- ☐ Other: _____
- ☐ *I don't want to give an answer*

25. Has anyone in your household applied for Medical Assistance during the past year?

○ Yes ○ No (*continue to #26*) ○ *Refused to answer*

    a. If yes, were you able to receive services?

        ○ Yes ○ No (*ask follow-up*) ○ *Refused to answer*

    b. If no, what was the main reason? (*Choose one***)**

        ○ Expense   ○ Transportation   ○ Other
        ○ Service availability   ○ Didn't know where to go   (specify)_____
        (time, convenience,   ○ Did not try to get help   ○ Don't know
        not available   ○ *Refused to answer*

26. Has anyone in your household applied for Food and Nutrition Supplemental Services during the past year?

○ Yes ○ No (*continue to #27*) ○ *Refused to answer*

    a. If yes, were you able to receive services?

        ○ Yes ○ No (*ask follow-up*) ○ *Refused to answer*

    b. If no, what was the main reason? (*Choose one***)**

        ○ Expense   ○ Transportation   ○ Other
        ○ Service availability   ○ Didn't know where to go   (specify)_____
        (time, convenience,   ○ Did not try to get help   ○ Don't know
        not available   ○ *Refused to answer*

27. Has anyone in your household needed help paying utility bills such as water, heat, or light bills during the past year?

O Yes   O No (*continue to #28*)   O *Refused to answer*

     a. If yes, were you able to receive services?
        O Yes   O No (*ask follow-up*)   O *Refused to answer*

     b. If no, what was the main reason? (*Choose one***)**
        O Expense   O Transportation   O Other
        O Service availability   O Didn't know where to go   (specify)_____
           (time, convenience,   O Did not try to get help   O Don't know
           not available   O *Refused to answer*

28. Has your household needed help with housing assistance, such as rent payment or house payment during the past year?

O Yes   O No (*continue to #29*)   O *Refused to answer*

     a. If yes, were you able to receive services?
        O Yes   O No (*ask follow-up*)   O *Refused to answer*

     b. If no, what was the main reason? (*Choose one***)**
        O Expense   O Transportation   O Other
        O Service availability   O Didn't know where to go   (specify)_____
           (time, convenience,   O Did not try to get help   O Don't know
           not available   O *Refused to answer*

29. Over the past year, have you or anyone within your household needed assistance with Adult Day Care outside of the home?

O Yes   O No (*continue to #30*)   O *Refused to answer*

     a. If yes, were you able to receive services?
        O Yes   O No (*ask follow-up*)   O *Refused to answer*

     b. If no, what was the main reason? (*Choose one***)**
        O Expense   O Transportation   O Other
        O Service availability   O Didn't know where to go   (specify)_____
           (time, convenience,   O Did not try to get help   O Don't know
           not available   O *Refused to answer*

30. Over the past year, has your household needed help finding transportation to receive medical services?

O Yes   O No   O *Refused to answer*

     a. If yes, were you able to receive services?
        O Yes   O No   O *Refused to answer*

31. In the past year, did you or someone in your household have any of the following educational needs that were **NOT** met? (*Give participant handout to follow along. Select all that apply*)

- ☐ Vocational or technical training for a job
- ☐ Courses to assist getting a high school diploma/GED
- ☐ Continued education after high school
- ☐ English as a second language classes
- ☐ Classes to help a person read or write better
- ☐ Additional education to learn how to live in the United States
- ☐ Job seeking skills training
- ☐ Computer/internet training
- ☐ None of the above
- ☐ *Other_____*
- ☐ *Refused*

32. In the past year, did you have any of the following <u>assistance needs</u> that were NOT met? (*Give participant handout to follow along, Select all that apply*)

- ☐ Critical house repairs
- ☐ Household goods (*furniture, a stove or refrigerator*)
- ☐ Food for yourself and your family
- ☐ Clothing for yourself and your family
- ☐ Access and safety modifications to your home (*ex. ramp, handrail*)
- ☐ Medical or adaptive equipment not covered by Medicaid or private insurance
- ☐ None of the above
- ☐ *Other_____*
- ☐ *Refused*

Part 3: Community Improvement Readiness

Read: This next set of questions will ask about community resources within the county and issues that Rowan County is considering working on. I will first ask if you are aware of a particular service or program and then how important you think this service or program is to Rowan residents and then how likely you or your family would be to use them. (If response is NOT aware, then read definition of service or program before asking importance).

33. Let's start with existing recreation opportunities such as parks, activity centers and public pools.

    a) Are you AWARE of these facilities and services in Rowan County?

    ○ Yes   ○ No   ○ *Refused*

    b) How IMPORTANT are these facilities and services to Rowan County?

    ○ Not at all   ○ Slightly   ○ Moderately   ○ Very   ○ *Refused*

    c) How LIKELY are you or your family to use these facilities or services?

    ○ Not at all   ○ Unlikely   ○ Likely   ○ Extremely   ○ *Refused*
       (*ask d*)   (*ask d*)

    d) If unlikely or not all likely to use the facilities, why? _____

    (*if needed, prompt with: lack of transportation, tobacco use, inconvenient hours, no time, or just lack of interest in existing programs*)

34. How about free or low-cost primary care offered at community health clinics?

    a) Are you AWARE of these facilities and services in Rowan County?

○ Yes   ○ No   ○ *Refused*

    b) How IMPORTANT are these facilities and services to Rowan County?

○ Not at all   ○ Slightly   ○ Moderately   ○ Very   ○ *Refused*

    c) How LIKELY are you or your family to use these facilities or services?

○ Not at all   ○ Unlikely   ○ Likely   ○ Extremely   ○ *Refused*

35. How about the Narcan Rescue Kit Distribution program?

    a) Are you AWARE of this program in Rowan County?

○ Yes   ○ No   ○ *Refused*

    b) How IMPORTANT is this program to Rowan County?

○ Not at all   ○ Slightly   ○ Moderately   ○ Very   ○ *Refused*

    c) How LIKELY are you or your family to use this program?

○ Not at all   ○ Unlikely   ○ Likely   ○ Extremely   ○ *Refused*

36. How about the Medication Take-back Box Program?

    a) Are you AWARE of this program in Rowan County?

○ Yes   ○ No   ○ *Refused*

    b) How IMPORTANT do you think this program is to Rowan County?

○ Not at all   ○ Slightly   ○ Moderately   ○ Very   ○ *Refused*

    c) How LIKELY are you or your family to use this program?

○ Not at all   ○ Unlikely   ○ Likely   ○ Extremely   ○ *Refused*

37. How about help or referral services lines, such as 2-1-1?

    a) Are you AWARE of this service in Rowan County? (*If no, explain 2-1-1***)**

○ Yes   ○ No   ○ *Refused*

    b) How IMPORTANT is this service to Rowan County?

○ Not at all   ○ Slightly   ○ Moderately   ○ Very   ○ *Refused*

    c) How LIKELY are you or your family to use this service?

○ Not at all   ○ Unlikely   ○ Likely   ○ Extremely   ○ *Refused*

38. How about programs to teach life skills, such as household finance, to adults?

    a) Are you AWARE of these services in Rowan County?

○ Yes   ○ No   ○ *Refused*

    b) How IMPORTANT do you think these services are to Rowan County?

○ Not at all   ○ Slightly   ○ Moderately   ○ Very   ○ *Refused*

    c) How LIKELY are you or your family to use these services?

○ Not at all   ○ Unlikely   ○ Likely   ○ Extremely   ○ *Refused*

Part 4: Housing, Physical Environment and Family

This next set of questions are about housing and your physical environment.

39. Does your household have working smoke and carbon monoxide detectors? *(Choose one.)*

○ Yes, smoke detectors only   ○ No
○ Yes, carbon monoxide detectors only   ○ *Don't know*
○ Yes, both   ○ *Refused to answer*

40. Do you have any of the following housing issues or concerns? (*Give participant handout***,** *offer to read choices, select all that apply)*

☐ Unable to pay rent   ☐ Concerns about your water
☐ Fear of losing your house   ☐ Structural safety issues
☐ Unreliable heat source   ☐ Pest problems
☐ Difficulty paying utilities   ☐ None of the above
                               ☐ *Refused*

41. Is there at least one vehicle available for use in your household?

○ Yes   ○ No   ○ *Refused*

42. How many children under the age of 18 are living in your household? (*If none, skip to Q49***)**

_____ (enter number)   ○ None   ○ *Refused*
                             (***skip to Q49***)   (***skip to Q49***)

43. Is the child/children being raised by a single parent or guardian?

○ Yes   ○ No   ○ *Refused*

44. During the past year, have you or anyone within your household needed childcare assistance in order to maintain employment?

○ Yes   ○ No (*skip to Q45*)   ○ *Refused to answer* (*skip to Q45*)

    b. If Yes, were you able to receive services?

        ○ Yes   ○ No (*ask follow-up*)   ○ Didn't seek services   ○ *Refused to answer*

    c. If No, what was the main reason? (*Choose one***)**

        ○ Expense   ○ Transportation   ○ Other
        ○ Service availability   ○ Didn't know where to go   (specify)_____
          (time, convenience,   ○ Did not try to get help   ○ Don't know
          not available   ○ *Refused to answer*

45. In the past year, have you needed any of the following childcare services but were not able to receive them? (*Read list, check all that apply***)**

    ☐ Childcare for an infant, toddler or   ☐ Financial help to pay for
       preschool aged child (birth to 5 years)   childcare
    ☐ Childcare for a child with a disability   ☐ None of the above
    ☐ Before-school or afterschool care for a   ☐ Other _____
       school-aged child (K-12)   ☐ *Refused*

46. How well would you say your children are doing in school or preschool? (*If in school **skip to Q48**)**

○ Excellent   ○ Not in school/preschool (*Ask Q47*)
○ Very Good   ○ *Refused* (*skip to 48*)
○ Good   (***Skip to Q48***)
○ Fair
○ Poor

47. What was the challenge that prevented them from being in school or preschool? (*skip to Q49 after answering***)**

    ☐ Preschool too expensive   ☐ Dropped out of high school
    ☐ Can't get to preschool in my area   because of academics
                                             ☐ Other _____

☐ Dropped out of high school/expelled for behavior   ☐ *Refused*

48. What would you say are your child's biggest challenges in school? (*check all that apply***)**

☐ Bullying   ☐ Teen pregnancy
☐ Drugs   ☐ Stress/mental health
☐ Doesn't take it seriously   ☐ Pressure to have sex
☐ Behavior   ☐ Peer pressure in general
☐ Academics – Literacy   ☐ Other _____
☐ Academics – Math   ☐ *Refused*
☐ Limited English Proficiency

49. Now, thinking about your family and yourself, would you say feel safe in your neighborhood?

○ Yes   ○ No   ○ *Refused*

(*If NO***) Why don't you feel safe in your neighborhood?_____**

50. Do you feel the police are keeping crime out of your neighborhood?

○ Yes   ○ No   ○ *Refused*

If no, why? _____

51. If you were a victim of a crime, do you have confidence the police department would be able to solve the crime?

○ Yes   ○ No   ○ *Refused*

If no, why? _____

52. Have you or a member of your household been a victim of a crime in the last 12 months?

○ Yes (*follow-up below*)   ○ No   ○ *Refused*

(*If yes*) **Please indicate type of crime**

☐ Property   ☐ Violent (taking by force, assault, shooting)
☐ Theft   ☐ Other _____
☐ Burglary   ☐ *Refused*

53. Do you have a friend or family member that has been affected by the use of prescription painkillers such as opioids or heroin? (*If YES ask follow-up questions***)**

○ Yes   ○ No   ○ *Refused*

Was it a friend or a family member?

☐ Friend   ☐ Family member   ☐ *Refused (skip follow-up)*

Did they seek treatment?

○ Yes   ○ No   ○ *Refused*

If they didn't seek treatment, do you know why not?_____

Part 5: Demographics

READ: Alright! Thank you for your feedback. We have just a few more questions to ask that will help us determine if we talked to a representative sample of people from Rowan County. Remember everything you share with us will remain confidential and anonymous.

54. What is your age?   _____ *(enter age)*
○ *Refused*

55. What is your gender?
○ Male
○ Female
○ Other
○ *Refused*

56. Are you of Hispanic, Latino, or Spanish origin?
○ Yes
○ No
○ *Refused*

57. Which one or more of the following would you say is your race? *(Read list and listen for a response to each category. Check all that apply. If other, please write in the person's race.)*
☐ White/Caucasian
☐ Black or African American
☐ American Indian or Native American
☐ Asian (Chinese, Japanese, Korean, Vietnamese, Asian Indian)
☐ Native Hawaiian and other Pacific Islander
☐ Other race not listed here
_____
☐ *Refused*

58. What is the highest grade or year of school you completed? *(Read if necessary, choose one)*
○ Less than 9th grade
○ 9-12th grade, no diploma
○ High school graduate (or GED/ equivalent)
○ Some college (no degree)
○ Associate's Degree or Vocational Training
○ Bachelor's degree
○ Graduate or professional degree
○ *Refused*

59. What was your total household income last year, before taxes? Let me know which category you fall into. *(Read choices. **Give participant handout**. Mark only one category.)*
○ Less than $10,000
○ $10,000 to $14,999
○ $15,000 to $24,999
○ $25,000 to $34,999
○ $35,000 to $49,999
○ $50,000 to $74,999
○ $75,000 to $99,999
○ $100,000 or more
○ Refused

60. Including yourself, how many people does that income support? Include those that you claim as a dependent or that live with you at least ½ of the year? (*If Refused for Q59 ask***: Including yourself, how many people live in your household?)**

(Enter #)_____

(READ) **Thank you so much for your time! Rowan County will be looking at the results of the survey and following up on some of the issues and concerns raised. Thank you again for your time (hand participant thank-you bag).**

Definitions for Surveyors and Participants

2-1-1: This 24/7 service links citizens to needs ranging from basic assistance to health care such as community health clinics, food pantries, general legal aid, housing assistance, parenting skills classes and employment assistance for example. More than 500 agencies and programs in the Rowan County 2-1-1 database.

Adult Day Care: Services provided for adults who are unable to remain at home unattended, as well as adults who suffer from isolation. May include activities, meals, and medical supervision.

HMO: Health maintenance organization is a medical group that provides health services for a fixed annual fee

Medical Assistance: The Medicaid program in Rowan County provides medical assistance to low income individuals and families and includes the Medicare Savings Programs, Medicaid for Families and Children, and North Carolina Health Choice.

Medication Take-back Box Program: In Rowan County, the Public Health Department has partnered with local law enforcement to install 9 secure collection boxes for unwanted, unused, and expired prescription and non-prescription medications at multiple municipalities throughout the country

Medical homes: a team-based health care delivery model of primary care that is patient-centered, comprehensive, team-based, coordinated, accessible and focused on quality and safety.

Mobile crisis center: short-term crisis response, stabilization and intervention for adults and children experiencing a mental health or chemical dependency crisis. Mobile crisis teams can come to where the patient is and provide confidential, non-judgmental and respectful care and if needed, transport patients to a mental health center instead of an emergency department. Average response times are 2 hours for an in-person visit with a professional counselor. In Rowan County you can call a toll-free 24-Hour Crisis Hotline 866.275.9552 at any time. This service is managed by Daymark Recovery Services.

Narcan Rescue Kit: Narcan nasal spray is used to counteract and treat an opioid overdose. The kits include educational materials, treatment options, CPR shield, latex gloves, a reference for reporting, and a tracking system for Rowan county.

School-based health care: health clinics within primary and secondary school campuses that provide primary care, mental health care, substance abuse counseling, case management, dental health, nutrition health, health education and promotion.

Community Opinion Survey Results

Q1. Where do you go most often when you are sick?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Doctor's office	124	74.46	64.92	84.00
Health department	2	1.11	0	2.68
Hospital emergency room	20	10.49	5.18	15.81
Urgent care center	12	7.77	2.48	13.06
Community clinic	5	2.72	0.00	5.63
Other	5	2.55	0.39	4.71
Refused	1	0.89	0	2.72
Total	169	100.00	_	_

Q1. Where do you go most often when you are sick?

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Other	5	2.55	0.39	4.71
Refused	1	0.89	0	2.72
Total	169	100.00	_	_

Q2. In the past 12 months, did you have a problem getting the health care you needed for you personally or for a family member from any type of health care provider including from a pharmacy or mental health provider or a substance use treatment center?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.71	0	2.18
No	143	86.21	80.86	91.56
Yes	25	13.07	7.66	18.49
Total	169	100.00	_	_

Q3. Since you said yes, what type of provider or facility did you or your family member have trouble getting health care from?

Question Responses	Count	Unweighted %
General practitioner	5	19.23
Mental health care provider	5	19.23
Pharmacy	5	19.23
Dentist	4	15.38
Eye care/optometrist/ophthalmologist	4	15.38
Specialist	4	15.38
Other	3	11.54
Refused	3	11.54
Substance abuse treatment center	2	7.69
Hospital	2	7.69
Urgent Care Center	2	7.69
Medical Clinic	2	7.69
Pediatrician	1	3.85
OB/GYN	1	3.85
Health department	1	3.85

Q4. What was the problem that prevented you or people in your household from getting the necessary health care?

Question Responses	Count	Unweighted %
No health insurance.	10	38.46
Insurance didn't cover what I/we needed.	6	23.08
Other	4	15.38
Share of the cost (deductible /co-pay) was too high.	3	11.54
Not enough providers offer the service	3	11.54
Doctor would not take my/our insurance or Medicaid.	2	7.69
Pharmacy hours didn't work with my schedule.	1	3.85
Service was not available in Rowan County	1	3.85
Didn't know where to go.	1	3.85
Couldn't get an appointment.	1	3.85
The wait was too long.	1	3.85
I didn't have childcare.	1	3.85
Refused to answer	1	3.85
Hospital would not take my/our insurance.	0	0
Dentist would not take my/our insurance or Medicaid.	0	0
Pharmacy was too far away.	0	0
No way to get there.	0	0

Q5. Would you say that, in general, your health is ...

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	11	6.37	2.22	10.52
Excellent	26	16.13	9.28	22.99
Very good	45	27.07	19.83	34.30
Good	53	31.59	24.36	38.83
Fair	28	15.74	9.08	22.41
Poor	5	2.59	0.29	4.88
Don't know/not sure	1	0.51	0	1.56
Total	169	100.00	_	_

Q6. Have you ever been told by a doctor, nurse, or other health professional that you have any of the following illnesses or conditions?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
High blood pressure	54	29.43	19.51	39.36
High cholesterol	48	28.10	21.54	34.65
Overweight/Obesity	43	26.90	17.65	36.15
Diabetes (not in pregnancy)	35	20.61	13.23	27.98
Vision or hearing loss	29	16.10	9.85	22.34
Mental health diagnosis (depression, anxiety, etc.)	25	13.84	8.30	19.39
Asthma	17	10.65	4.94	16.35
Cancer	15	8.09	4.17	12.01
Lung disease	9	5.47	2.23	8.71
Dementia/Short-term memory loss	7	3.34	0.99	5.69
Liver disease	4	2.51	0	5.44

Q6a. If yes, did you have problem accessing the health services?

Question Responses	Count	Unweighted %
Mental health diagnosis (depression, anxiety, etc.)	7	28.00
High cholesterol	7	14.58
High blood pressure	5	9.26
Diabetes (not in pregnancy)	4	11.43
Overweight/Obesity	4	9.30
Asthma	2	11.76
Vision or hearing loss	2	6.90
Lung disease	1	11.11
Dementia/Short-term memory loss	1	14.29
Liver disease	1	25.00
Cancer	0	0

Q7. Would you support a tobacco-free policy for the County?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.02	0	2.47
No	43	25.4	17.71	33.10
Yes	112	64.65	55.99	73.31
Don't know/not sure	11	8.33	2.50	14.17
Refused	1	0.60	0	1.82
Total	169	100	_	_

Q8. Do you currently smoke cigarettes or use any kind of tobacco product on a daily basis?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.49	0	3.65
No	121	72.71	63.65	81.77
Yes	45	25.29	15.97	34.62
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q9. During this past week, were you exposed to secondhand smoke at home, in a car or your workplace?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Yes, at home	30	18.54	10.50	26.57
Yes, in a car	24	15.18	8.21	22.15
Yes, at work	23	12.84	6.79	18.89
No	115	67.39	57.10	77.68
Don't know/Not Sure	1	1.19	0	3.63
Refused	0	0	_	_

Q10. During a typical week, how much time are you physically active?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
None	12	6.95	2.50	11.40
Less than 30 minutes per week	13	8.55	3.18	13.92
30 to 60 minutes per week	22	11.90	6.40	17.41
61 to 100 minutes per week	19	11.01	5.70	16.32
101 to 150 minutes per week	12	6.62	1.22	12.03
151 minutes or more (over 2.5 hours)	89	53.86	42.37	65.36
Refused to answer	2	1.11	0	2.68
Total	169	100	_	_

Q11. Where do you engage in exercise or physical activities?

Question Responses	Count	Unweighted %
Home	93	59.24
Neighborhood	45	28.66
Work	40	25.48
Private gym/pool	28	17.83
Public rec center(s), parks, or trails	24	15.29
YMCA	23	14.65
I don't exercise	9	5.73
Faith community	6	3.82
Malls	6	3.82
Other	3	1.91
Senior Center	1	0.64
School setting	1	0.64
Don't know/Not Sure	1	0.64
Refused	0	0

Q12. Are there any reasons why you don't exercise?

Question Responses	Count	Unweighted %
I'm physically unable	13	61.90
I don't like to exercise/lack of motivation	5	23.81
I'm too tired to exercise	3	14.29
I would need child care and I don't have it	2	9.52
Lack of time/too busy	2	9.52
It costs too much to exercise (equipment, shoes, gym)	1	4.76
Other	1	4.76
Lack of transportation	0	0
I don't have access to a facility that has the things I need, like a	0	0
There is no safe place to exercise	0	0
I don't need to exercise	0	0
Don't know/Not Sure	0	0
Refused	0	0

Q13. When you aren't eating a healthy diet, what do you think makes it hard for you to eat healthy?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Convenience – it takes too much time to shop for and prepare healthy choices when I am busy	62	36.13	28.71	43.55
Healthy food costs too much	48	29.06	21.58	36.55
It's hard to find healthy choices when you eat outside the home	35	19.25	10.88	27.61
Healthy food doesn't taste good	27	15.68	9.90	21.46
Other	19	12.36	6.00	18.72
Refused	19	9.62	4.50	14.74
Nobody else in my family would eat it	16	8.76	4.15	13.38
I don't know how to prepare the food we like (or food in general) in a healthy way	14	7.46	3.00	11.92
There aren't places in my neighborhood to buy healthy foods	13	7.66	3.65	11.67
I don't know what foods are healthy	7	3.95	1.08	6.82

Q14. In the last 12 months, did you or others in your household ever cut the size of a meal, use a food pantry, seek reduced cost community meals, or skip meals because there wasn't enough money for food?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	151	89.61	84.31	94.90
Yes	17	9.88	4.54	15.22
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q15. How many times in a typical week do you eat meals that were not prepared at home?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Never	14	8.56	3.41	13.71
Once a week or less	51	30.02	21.72	38.31
2-3 times a week	50	28.88	21.44	36.32
More than 3 times a week	53	32.03	22.42	41.65
Refused to answer	1	0.51	0	1.56
Total	169	100	_	_

Q16. About how many servings of fruit do you eat each day?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0.00	1.56
No servings	17	9.91	5.15	14.67
One or two servings	107	64.15	55.60	72.71
Three or Four	35	20.96	14.09	27.83
Five or more	8	3.95	0.77	7.14
Refused to answer	1	0.51	0	1.56
Total	169	100	_	_

Q16b. About how many servings of vegetables do you eat each day?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No servings	6	3.35	0.00	7.01
One or two servings	94	55.96	46.26	65.66
Three or Four	53	31.68	23.43	39.92
Five or more	14	7.99	2.19	13.80
Refused to answer	2	1.02	0	2.47
Total	169	100	_	_

Q17. Have you ever been to the Salisbury-Rowan Farmer's Market?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.60	0.00	1.82
No	93	58.39	47.08	69.69
Yes	74	40.51	28.90	52.11
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q18. Now thinking about your mental health, which includes stress, depression, anxiety and problems with emotions, for how many days during the past 30 days was your mental health not good?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
0 days	95	55.71	47.44	63.99
1-2 days	18	10.20	5.76	14.64
3-5 days	21	12.53	5.43	19.63
6-10 days	5	3.16	0.38	5.93
11-20 days	7	4.07	1.11	7.03
More than 20 day	22	13.82	5.79	21.84
Missing/Refused	1	0.51	0	1.56
Total	169	100	_	_

Q19. If a friend or family member needed counseling for a mental health or a drug/alcohol abuse problem, who is the first person you would tell them to talk to?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Doctor	61	38.29	29.14	47.44
Private counselor or therapist	30	16.22	9.33	23.10
Minister/religious official/church	22	12.77	6.56	18.97
Don't know	17	9.40	3.98	14.82
Community agency	13	9.22	2.87	15.56
Family/friends	12	6.93	1.35	12.52
Support group (e.g., AA. Al-Anon)	6	3.27	0.35	6.18
Other (specify below)	6	2.89	0.64	5.14
Missing	1	0.51	0	1.56
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q20. How long has it been since you last visited a dentist or a dental clinic for a routine checkup?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Don't know	2	0.96	0	2.32
Refused to answer	2	1.02	0	2.47
Never been to a dentist	1	0.51	0	1.56
Within the past year (less than12 months ago)	109	63.88	54.43	73.33
Within the past 2 years (1-2 years)	18	10.47	5.11	15.84
Within the past 5 years (2+ to 5 years)	8	4.40	1.04	7.77
5 or more years ago	29	18.76	12.01	25.51
Total	169	100	_	_

Q21. What are some of the reasons you have never visited a dentist, or it has been more than 5 years?

Question Responses	Count	Unweighted %
Lack of dental insurance	13	40.73
Haven't needed to go (no need)	12	41.44
Cost – too expensive or can't afford the services	11	35.92
Fear of dentist	5	16.77
Refused	1	2.65

Q22. What type of health insurance do you currently have?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Private or employer provided insurance	86	51.71	41.23	62.20
Medicare	58	36.20	26.39	46.02
I do not have health insurance	20	10.90	5.52	16.28
Medicaid	17	9.52	4.17	14.88
TriCare (Military or veteran's insurance)	8	5.09	1.53	8.65
ACA Marketplace / Obamacare	4	2.38	0	5.14
Refused	2	1.02	0	2.47
Other	1	1.19	0	3.63
NC Health Choice	0	0	0	0
Community Care Plan	0	0	0	0

Q23. In your opinion, which THREE health and safety issues most affect the quality of life in Rowan County?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Illicit drug abuse	82	48.9	40.8	56.9
Prescription drug misuse abuse	67	40.0	31.4	48.7
Alcohol abuse	39	23.5	15.1	32.0
Child neglect and abuse	39	21.8	15.4	28.3
Violent crime (murder, assault)	37	20.6	14.3	27.0
Mental health concerns (depression, anxiety, dementia, etc.)	36	19.5	11.2	27.8
Gang involvement/activity	32	18.4	11.2	25.6
Discrimination/racism	22	12.2	6.0	18.4
Domestic/sexual violence	20	12.2	6.1	18.2
Smoking/tobacco use	22	11.7	7.0	16.3
Theft	19	11.4	6.2	16.6
Lack of/inadequate health insurance	17	11.0	4.6	17.5
Reckless/drunk driving	18	10.5	5.3	15.8
Motor vehicle injuries including to bicyclists and pedestrians	12	8.4	1.6	15.1
Refused	9	5.7	1.2	10.2
Abuse of the elderly	7	5.2	0	10.3
Unintended pregnancies	7	3.9	0.5	7.2
Other	3	1.02	0	2.47

Q24. In your opinion, which THREE community issues or services most affect the quality of life in Rowan County?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Low income/poverty	74	42.98	33.76	52.19
Lack of job opportunities	49	31.09	22.26	39.92
Homelessness	49	27.49	20.92	34.05
Dropping out of school	44	27.08	18.61	35.56
Unemployment	35	19.71	11.98	27.44
Lack of affordable housing	29	17.87	12.68	23.05
Lack of care to elderly who cannot leave their homes	24	15.64	8.93	22.35
Lack of transportation	23	13.64	8.18	19.10
Lack of healthy food choices or affordable healthy food	18	11.57	6.76	16.37
Lack of literacy/not be able to read	23	11.56	5.09	18.02
Hunger	19	11.03	5.95	16.11
Lack of recreational programs for youth	20	11.00	5.61	16.40
Lack of educational opportunities	14	9.80	3.69	15.91
Poor housing conditions	13	7.84	3.87	11.81
Lack of child care	13	7.39	2.65	12.13
Refused	10	6.03	2.38	9.68
Other	10	5.14	2.10	8.19
Pollution (of air, water, land)	6	3.76	0.19	7.33
Lack of recreational facilities (parks, trails, community centers, pools, etc.)	6	3.08	0.30	5.87

Q25. Has anyone in your household applied for Medical Assistance during the past year?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	135	80.85	72.54	89.16
Yes	33	18.64	10.77	26.51
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q25a. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
No	12	36.36
Yes	21	63.64
Total	33	100

Q25b. If no, what was the main reason?

Question Responses	Count	Unweighted %
Missing	1	8.33
Service availability (time, convenience, not available)	4	33.33
Did not try to get help	1	8.33
Other (specify below)*	4	33.33
Don't know	2	16.67
Total	12	100
*Other reason cited: "Ineligibility"		

Q26. Has anyone in your household applied for Food and Nutrition Supplemental Services during the past year?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	143	84.29	76.70	91.87
Yes	25	15.20	7.99	22.42
Refused	1	0.51	0.00	1.56
Total	169	100		

Q26a. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
Missing	1	4
No	6	24
Yes	18	72
Total	25	100

Q26b. If no, what was the main reason?

Question Responses	Count	Unweighted %
Transportation	1	16.67
Did not try to get help	1	16.67
Other (specify below)*	4	66.67
Total	6	100
*Other reason cited "Ineligibility"		

Q27. Has anyone in your household needed help paying utility bills such as water, heat, or light bills during the past year?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	153	90.74	84.94	96.54
Yes	14	8.15	2.73	13.58
Refused	2	1.11	0	2.68
Total	169	100	_	_

Q27a. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
Missing	1	7.14
No	6	42.86
Yes	6	42.86
Refused	1	7.14
Total	14	100

Q27b. If no, what was the main reason?

Question Responses	Count	Unweighted %
Expense	1	16.67
Service availability (time, convenience, not available)	1	16.67
Didn't know where to go	2	33.33
Other (specify below)	1	16.67
Refused	1	16.67
Total	6	100.00

Q28. Has your household needed help with housing assistance, such as rent payment or house payment during the past year?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	162	96.51	92.93	100
Yes	6	2.98	0.21	5.75
Refused	1	0.51	0	1.56
Total	169	100		

Q28a. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
No	2	33.33
Yes	4	66.67
Total	6	100

Q28b. If no, what was the main reason?

Question Responses	Count	Unweighted %
Didn't know where to go	1	50
Did not try to get help	1	50
Total	2	100

Q29. Over the past year, have you or anyone within your household needed assistance with Adult Day Care outside of the home?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	165	97.79	95.64	99.93
Yes	2	1.11	0.00	2.68
Refused	2	1.11	0.00	2.68
Total	169	100		

Q29a. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
No	0	0
Yes	2	100
Total	2	100

Q30. Over the past year, has your household needed help finding transportation to receive medical services?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	159	94.43	90.14	98.72
Yes	9	5.06	1.38	8.74
Refused	1	0.51	0	1.56
Total	169	100		

Q30a. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
No	3	33.33
Yes	6	66.67
Total	9	100

Q31. In the past year, did you or someone in your household have any of the following educational needs that were NOT met?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
None of the above	149	88.74	83.43	94.05
Courses to assist getting a high school diploma/GED	8	5.27	0.63	9.91
Job seeking skills training	7	3.91	0.83	6.99
Vocational or technical training for a job	5	2.76	0.31	5.20
Continued education after high school	4	2.21	0.07	4.36
Classes to help a person read or write better	3	1.79	0	3.82
Computer/internet training	3	1.70	0	3.64
English as a second language classes	2	1.22	0	2.99
Refused	2	1.02	0	2.47
Other	1	0.26	0	0.78
Additional education to learn how to live in the United States	0	0	0	0

Q32. In the past year, did you have any of the following assistance needs that were NOT met?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
None of the above	150	89.93	84.24	95.63
Food for yourself and your family	7	4.03	1.25	6.81
Critical house repairs	5	2.72	0.41	5.03
Medical or adaptive equipment not covered by Medicaid or private insurance	4	2.21	0.07	4.36
Household goods (furniture, a stove or refrigerator)	3	1.62	0	3.46
Clothing for yourself and your family	2	1.02	0	2.47
Refused	2	1.02	0	2.47
Access and safety modifications to your home (ex. ramp, handrail)	1	0.51	0	1.56
Other	1	0.26	0	0.78

Q33a. Awareness: Existing recreation opportunities such as parks, activity centers and public pools

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.22	0	2.99
No	16	10.20	4.89	15.51
Yes	150	88.07	82.69	93.44
Refused	1	0.51	0	1.56
Total	169	100	–	–

Q33b. Importance: Existing recreation opportunities such as parks, activity centers and public pools

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Not at all important	4	2.19	0	5.29
Slightly important	9	5.07	1.64	8.50
Moderately important	26	17.02	11.24	22.81
Very important	125	73.16	65.40	80.92
Refused	4	2.04	0	4.52
Total	169	100	–	–

Q33c. Likelihood of use: Existing recreation opportunities such as parks, activity centers and public pools

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Not at all important	4	12.85	8.11	17.59
Slightly important	9	17.04	9.19	24.89
Moderately important	26	40.23	30.93	49.53
Very important	125	27.84	22.11	33.57
Refused	4	1.53	0	3.28
Total	169	100	–	–

Q33d. If unlikely or not all likely to use the facilities, why?

Question Responses	Count
lack of interest or no need	11
poor health or old age	6
no time	3
distance too far	2
exercise through other means	1
safety	1
we don't do much; not interested	1

Q34a. Awareness: Free or low-cost primary care offered at community health clinics

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.22	0	2.99
No	16	10.20	4.89	15.51
Yes	150	88.07	82.69	93.44
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q34b. Importance: Free or low-cost primary care offered at community health clinics

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Slightly important	3	2.12	0	4.60
Moderately important	24	16.39	8.15	24.62
Very important	137	78.27	70.07	86.46
Refused	4	2.72	0	5.63
Total	169	100	_	_

Q34c. Likelihood of use: Free or low-cost primary care offered at community health clinics

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Not at all likely	54	30.35	20.56	40.14
Unlikely	50	32.80	23.26	42.35
Likely	34	18.66	12.55	24.77
Extremely likely	25	14.24	6.72	21.77
Refused	5	3.44	0.28	6.60
Total	169	100	_	_

Q35a. Awareness: Narcan Rescue Kit Distribution program

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
No	83	49.91	41.82	57.99
Yes	83	48.56	39.82	57.31
Refused	2	1.02	0	3.11
Total	169	100	_	_

Q35b. Importance: Narcan Rescue Kit Distribution program

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Not at all important	15	8.25	3.60	12.91
Slightly important	14	8.89	3.75	14.02
Moderately important	28	18.41	11.61	25.21
Very important	104	59.97	50.66	69.27
Refused	7	3.98	0.77	7.18
Total	169	100	_	_

Q35c. Likelihood of use: Narcan Rescue Kit Distribution program

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Not at all likely	111	63.86	53.76	73.97
Unlikely	28	17.89	11.17	24.60
Likely	15	9.80	3.76	15.83
Extremely likely	9	5.10	1.35	8.85
Refused	6	3.35	0.38	6.32
Total	169	100	_	_

Q36a. Awareness: Medication Take-back Box Program

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
No	71	40.84	32.84	48.85
Yes	94	57.12	48.14	66.10
Refused	3	1.53	0	3.84
Total	169	100	_	_

Q36b. Importance: Medication Take-back Box Program

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Not at all important	5	2.42	0	5.30
Slightly important	11	7.03	2.35	11.71
Moderately important	29	19.03	12.57	25.49
Very important	119	68.97	60.30	77.64
Refused	5	2.55	0	5.59
Total	169	100	_	_

Q36c. Likelihood of use: Medication Take-back Box Program

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Not at all likely	45	27.03	19.36	34.69
Unlikely	29	16.78	9.95	23.61
Likely	57	34.77	24.31	45.22
Extremely likely	33	18.87	11.08	26.66
Refused	4	2.04	0	4.52
Total	169	100	_	_

Q37a. Awareness: Help or referral services lines, such as 2-1-1

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.89	0	2.72
No	134	81.66	74.27	89.05
Yes	33	16.94	9.64	24.23
Refused	1	0.51	0	1.56
Total	169	100	_	_

Q37b. Importance: Help or referral services lines, such as 2-1-1

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	3	2.12	0	4.60
Not at all important	4	3.61	0	7.70
Slightly important	10	7.26	1.43	13.09
Moderately important	34	19.08	12.13	26.03
Very important	110	63.77	54.21	73.33
Refused	8	4.17	0.80	7.53
Total	169	100	_	_

Q37c. Likelihood of use: Help or referral services lines, such as 2-1-1

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	4	2.63	0	5.66
Not at all likely	42	25.18	17.08	33.28
Unlikely	39	25.00	15.35	34.65
Likely	58	33.30	23.87	42.74
Extremely likely	22	11.85	6.66	17.03
Refused	4	2.04	0.07	4.01
Total	169	100	_	_

Q38a. Awareness: Programs to teach life skills, such as household finance, to adults

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.40	0	3.48
No	106	65.57	57.55	73.60
Yes	57	30.90	23.33	38.47
Refused	4	2.13	0	4.68
Total	169	100	_	_

Q38b. Importance: Programs to teach life skills, such as household finance, to adults

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	4	2.42	0	4.87
Not at all important	3	1.62	0	3.46
Slightly important	11	8.01	0.20	15.81
Moderately important	38	23.00	16.53	29.47
Very important	106	61.30	52.38	70.22
Refused	7	3.66	0	7.58
Total	169	100	_	_

Q38c. Likelihood of use: Programs to teach life skills, such as household finance, to adults

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	3	2.00	0	4.35
Not at all likely	67	40.09	30.46	49.71
Unlikely	32	20.90	12.28	29.53
Likely	52	30.63	20.39	40.88
Extremely likely	8	2.72	0	6.63
Refused	7	3.66	0	7.58
Total	169	100	_	_

Q39. Does your household have working smoke and carbon monoxide detectors?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.49	0	3.65
Yes, smoke detectors only	12	6.45	2.86	10.05
Yes, carbon monoxide detectors only	49	31.55	21.75	41.34
Yes, both	6	3.65	0.42	6.88
No	99	56.35	45.93	66.78
Don't know	1	0.51	0	1.56
Total	169	100	_	_

Q40. Do you have any of the following housing issues or concerns?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
None of the above	130	76.51	67.92	85.10
Pest problems	15	8.13	3.76	12.51
Concerns about your water	12	8.06	2.63	13.50
Difficulty paying utilities	10	5.94	1.25	10.64
Structural safety issues	7	3.91	0.70	7.12
Unreliable heat source	6	2.98	0.21	5.75
Unable to pay rent	4	1.87	0	3.76
Fear of losing your house	4	2.13	0.06	4.19
Refused	1	1.87	0	3.76

Q41. Is there at least one vehicle available for use in your household?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.89	0	2.72
No	6	3.39	0.63	6.15
Yes	162	95.71	92.55	98.88
Total	169	100	_	_

Q42. How many children under the age of 18 are living in your household?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No children	110	65.61	58.49	72.74
1 child	19	9.89	5.61	14.17
2 children	20	13.00	7.50	18.50
More than 3 children	17	9.38	3.96	14.80
Missing/Refused	3	2.12	0.00	4.60
Total	169	100	_	_

Q43. Is the child/children being raised by a single parent or guardian?

Question Responses	Count	Unweighted %
No	42	75
Yes	14	25
Total	56	100

Q44. During the past year, have you or anyone within your household needed childcare assistance in order to maintain employment?

Question Responses	Count	Unweighted %
No	48	85.71
Yes	8	14.29
Total	56	100

Q44b. If yes, were you able to receive services?

Question Responses	Count	Unweighted %
No	3	37.5
Yes	4	50
Didn't seek services	1	12.5
Total	8	100

Q44c. If no, what was the main reason?

Question Responses	Count	Unweighted %
Expense	1	33.33
Service availability (time, convenience, not available)	1	33.33
Didn't know where to go	1	33.33
Total	3	100

Q45. In the past year, have you needed any of the following childcare services but were not able to receive them?

Question Responses	Count	Unweighted %
None of the above	48	85.71
Childcare for an infant, toddler or preschool aged child (birth to 5 years)	4	7.14
Financial help to pay for childcare	4	7.14
Refused	2	3.57
Before-school or afterschool care for a school-aged child (K-12)	1	1.79
Childcare for a child with a disability	0	0.00
Other	0	0.00

Q46. How well would you say your children are doing in school or preschool?

Question Responses	Count	Unweighted %
Excellent	18	32.14
Very good	13	23.21
Good	14	25.00
Fair	3	5.36
Not in school/preschool	5	8.93
Missing	1	1.79
Refused	2	3.57
Total	56	100

Q47. What was the challenge that prevented them from being in school or preschool?

Question Responses	Count	Unweighted %
Preschool too expensive	3	60
Can't get to preschool in my area	1	20
Dropped out of high school/expelled for behavior	0	0
Dropped out of high school because of academics	0	0
Other	0	0
Refused	2	40

Q48. What would you say are your child's biggest challenges in school?

Question Responses	Count	Unweighted %
Refused	11	21.57
Bullying	10	19.61
Other	10	19.61
Doesn't take it seriously	6	11.76
Stress/mental health	6	11.76
Peer pressure in general	6	11.76
Behavior	5	9.80
Academics – Math	5	9.80
Drugs	1	1.96
Teen pregnancy	1	1.96
Pressure to have sex	1	1.96
Academics – Literacy	0	0
Limited English Proficiency	0	0

Q49. Now, thinking about your family and yourself, would you say feel safe in your neighborhood?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	5	3.56	0.20	6.93
No	11	6.46	2.51	10.42
Yes	152	89.38	84.03	94.73
Refused	1	0.60	0	1.82
Total	169	100	_	_

Q50. Do you feel the police are keeping crime out of your neighborhood?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.89	0	2.72
No	40	21.28	13.00	29.55
Yes	126	76.73	68.50	84.95
Refused	2	1.11	0	2.68
Total	169	100	_	_

Q51. If you were a victim of a crime, do you have confidence the police department would be able to solve the crime?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.40	0	3.48
No	42	22.42	14.20	30.64
Yes	117	71.77	63.57	79.96
Refused	8	4.40	0.43	8.38
Total	169	100	_	_

Q52. Have you or a member of your household been a victim of a crime in the last 12 months?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.89	0	2.72
No	149	89.44	85.08	93.80
Yes	18	9.07	5.14	13.00
Refused	1	0.60	0	1.82
Total	169	100	_	_

Q52a. Please indicate type of crime

Question Responses	Count	Unweighted %
Theft	6	33.33
Property	4	22.22
Other	4	22.22
Violent	3	16.67
Burglary	2	11.11
Refused	1	5.56

Q53. Do you have a friend or family member that has been affected by the use of prescription painkillers such as opioids or heroin?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	2	1.61	0	3.91
No	125	75.57	67.93	83.20
Yes	40	21.98	14.12	29.83
Refused	2	0.85	0	2.16
Total	169	100	_	_

Was it a friend or a family member?

Question Responses	Count	Unweighted %
Friend	13	32.5
Family member	33	82.5
Refused	0	0

Did they seek treatment?

Question Responses	Count	Unweighted %
No	17	42.5
Yes	21	52.5
Refused	2	5

If they didn't seek treatment, do you know why not?

Question Responses	Count
I don't know	5
don't want to quit	4
can't afford the treatment	2
too addicted	1

Q54 What is your age?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
18-19	4	2.17	0	4.47
20-24	5	3.02	0.37	5.67
25-34	23	13.27	7.59	18.95
35-54	28	16.62	10.32	22.92
45-54	25	13.40	8.41	18.39
55-64	33	20.53	14.69	26.37
65-74	25	14.13	8.87	19.39
75-84	13	8.34	3.65	13.03
>=85	12	8.01	2.93	13.08
Missing/Refused	1	0.51	0	1.56
Total	169	100	_	_

N	Mean	Std Error of Mean	Min	Median	Max
168	53.88	1.88	18	55.15	91

Q55. What is your gender?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Missing	1	0.51	0	1.56
Male	73	42.02	32.53	51.51
Female	95	57.47	48.03	66.90
Total	169	100	_	_

Q56. Are you of Hispanic, Latino, or Spanish origin?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
No	158	94.61	89.68	99.53
Yes	11	5.39	0.47	10.32
Total	169	100	_	_

Q57. Which one or more of the following would you say is your race?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
African American	27	14.19	5.84	22.54
Other/Multi-racial	8	3.83	0	9.18
White	134	81.98	72.34	91.62
Total	169	100	_	_

Q58. What is the highest grade or year of school you completed?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Less than 9th grade	9	5.84	0.53	11.15
9-12th grade, no diploma	13	8.28	2.14	14.42
High school graduate (or GED/ equivalent)	56	34.05	25.50	42.59
Some college (no degree)	21	13.04	7.59	18.48
Associate's Degree or Vocational Training	25	15.07	7.64	22.49
Bachelor's degree	24	12.59	6.87	18.31
Graduate or professional degree	20	10.62	4.78	16.46
Refused to answer	1	0.51	0	1.56
Total	169	100	_	_

Q59. What was your total household income last year, before taxes?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
Less than $10,000	8	6.0	1.7	10.3
$10,000 to $14,999	6	4.3	0.4	8.2
$15,000 to $24,999	27	21.8	11.2	32.5
$25,000 to $34,999	16	13.2	5.7	20.7
$35,000 to $49,999	14	9.4	4.5	14.3
$50,000 to $74,999	18	12.1	6.7	17.5
$75,000 to $99,999	21	16.2	9.3	23.1
$100,000 or more	23	16.9	6.3	27.5
Total	133	100	_	_

Q60. Including yourself, how many people does that income support/how many people live in your household?

Question Responses	Count	Weighted %	Lower 95% Confidence Limit	Upper 95% Confidence Limit
1-2 Occupants	95	56.44	47.95	64.93
3-5 Occupants	57	33.71	25.30	42.12
6-9 Occupants	6	3.30	0.68	5.92
Missing/Refused	11	6.55	1.32	11.78
Total	324	100	_	_

N	Mean	Std Error of Mean	Median	Min	Max
158	2.64	0.12	1.78	1	9

B – Focus Group Instrument and Sample Demographics

Focus Groups

As part of primary data collection, seven focus groups were held. The Community Health and Human Service Needs Assessment Advisory Group selected the focus group populations, which were:

- Youth
- Elderly and seniors
- Persons experiencing homelessness
- Persons living with physical disabilities
- Hispanic/Latinx
- Non-profit and government agency leaders
- Business leader

Qualitative data was gathered through seven 1 ½ hour focus groups, each made up of 5-12 participants. These focus groups were designed to sample populations that were under-sampled (Hispanic/Latino, youth, homeless and disabled populations) in the survey and to elicit data around attitudes and behaviors that were not captured in the survey.

The groups were recruited based on criteria established by the assessment team's Advisory Group which relied on homogenous sampling methodology. Identified participants were recruited in-person, over the phone, and by email and flyer. All participants were required to be residents of Rowan County.

Each recruit was given an information sheet outlining what the focus group was about, that it was voluntary and confidential, that it would be recorded, and that they could withdraw their consent and leave the group at any time. Minor participants in the youth focus group were also required to provide parent or guardian consent for them to join the group and were asked for their own verbal assent. Focus groups participants were given refreshments and a $15 gift card as an incentive.

A discussion facilitator and note taker participated in all focus group sessions.

Analysis

Focus group recordings were transcribed, and the transcriptions were analyzed using Atlas.ti 8 software. A codebook was developed from the focus group guide and organized around applicability of information. Three coders independently coded each of the transcripts, iteratively adding to the codebook and discussing the definition of each code with others. Each transcript was then doubled coded for consistent application of codes. Code analysis was run for frequency and co-occurrence.

Interpretations and Limitations

The interpretations presented here represent the main themes present in the focus groups as reflected in the notes. Focus groups are formed through purposive sampling and are therefore not representative of the members of the population as a whole. A limitation of this methodology is that focus groups do not yield generalizable data. Therefore, the opinions represented here are those of the members of the focus group.

2018 Rowan County Focus Groups

DEMOGRAPHIC INFORMATION FORM

Questions will only be reported as a summary of answers given by all focus group participants in the Rowan County Community Health and Human Service Needs Assessment. Your answers will remain anonymous.

1. **How old are you?** _____ years old

2. **What is your gender?**

   ○ Male

   ○ Female

   ○ Other

3. **Are you of Hispanic, Latino, or Spanish origin?**

   ○ Yes

   ○ No

4. **Which one or more of the following would you say is your race?**

   ☐ White/Caucasian   ☐ Native Hawaiian and other Pacific Islander

   ☐ Black or African American   ☐ Other race not listed here

   ☐ American Indian or Native American   _____

   ☐ Asian (Chinese, Japanese, Korean, Vietnamese, Asian Indian)

5. What is the highest grade or year of school you completed?

O Less than 9th grade

O 9-12th grade, no diploma

O High school graduate (or GED/ equivalent)

O Some college (no degree)

O Associate's Degree or Vocational Training

O Bachelor's degree

O Graduate or professional degree

6. What was your total household income last year, before taxes?

O Less than $10,000

O $10,000 to $14,999

O $15,000 to $24,999

O $25,000 to $34,999

O $35,000 to $49,999

O $50,000 to $74,999

O $75,000 to $99,999

O $100,000 or more

7. What is your zip code? _____

Focus Group Discussion Guide

1. What is it like for you and your household to live, work, or go to school in this community?

2. How has your community changed over the past five years?

    a. Why do you think it has changed?

    b. How have these changes influenced your health or human service needs?

3. What things concern you the most about living in Rowan County?

4. When you hear the words "healthy community," what comes to mind? To you, what would a healthy community look like?

5. Have you or a member of your household had a human service need in the past year that was not met?

    a. If yes, what was the need?

    b. What were the barriers to getting this need met?

    c. If the barriers were removed, what would be the reasons, if any, that you would choose not to access services?

6. Have you or a member of your household had a health care need in the past year that was not met?

    a. If yes, what was the need?

    b. What were the barriers to getting this need met?

    c. If the barriers were removed, what would be the reasons, if any, that you would choose not to access services?

7. Are there groups of people within your community whose health or human service needs seem to be overlooked, or whose needs are not met?

8. Think back over the topics we've discussed. If you were in charge, what specific things would you do to improve the community?

    a. Are there any resources or activities you would like to see in Rowan County that are not here now?

9. Of all the issues we have talked about today, what are the most important issues for your community to address?

10. Is there anything that we have not asked about or anything that you would like to add?

11. Do you have any questions about the community assessment process?

Rowan County will be looking at the results of the survey and following up on some of the issues and concerns raised. Thank you again for your time.

Focus Group Demographics

Indicator	Youth	Elderly	Homeless	People with Disabilities	Latinx	Non-profit leaders	Business leaders
Attendees	10	10	12	6	13	12	7
Age range	15-18	70-95	40-63	50-84	19-64	26-67	24-63
Gender							
Male	5	2	7	5	1	1	3
Female	5	8	5	1	12	11	4
Race							
White	7	8	2	3	6	12	5
Black	2	2	7	3	0	0	1
American Indian	0	0	1	0	0	0	0
Asian	0	0	0	0	0	0	1
Other	0	0	1	0	6	0	0
No response	1	0	0	0	1	0	0
Identifying as Hispanic	0	0	2	0	13	1	2
Education							
<9th grade	10	2	3	1	0	0	0
9th-12th, no diploma	0	0	1	1	3	0	0
H.S. Graduate/GED	0	3	3	1	4	0	0
Some college	0	2	3	1	0	2	0
Associate's/Vocational	0	1	1	0	3	1	1
Bachelor's	0	2	1	1	1	4	4
Graduate/professional	0	0	0	1	1	5	2
No response	0	0	0	0	1	0	0
Household Income							
<$10,000	0	0	7	2	0	0	0
10,000 to 14,999	0	0	2	1	2	0	0
15,000 to 24,999	1	4	1	3	3	0	0
24,000 to 34,999	1	1	0	0	2	0	0
35,000 to 49,999	0	2	0	0	3	1	1
50,000 to 74,999	1	1	1	0	2	5	2
75,000 to 99,999	0	1	0	0	0	1	1
>$100,000	4	0	0	0	1	5	3
No response	3	1	1	0	0	0	0

C – Secondary Data Tables and Sources

Section I. Demographics and Community Characteristics

Category	Indicator(s)	Data Measure, Year	Data Source(s)
Population Characteristics	General Population Characteristics	General Demographic Characteristics, 2016	US Census Bureau, Population Estimates: 2016 Annual Estimates of the Resident Population
		Decennial Population Growth (Actual and Projected), 1980-2030	Log Into North Carolina (LINC) Database, Total Population
		Decennial Population Growth (Actual and Projected) For Ages 65 Years and Older, 2000-2030	US Census Bureau, American FactFinder, Table DP-1; NC Office of State Budget and Management, County/State Population Projections - Age, Race, and Sex Projections
		Five-Year Birth Rate Estimates (Births Per 1,000 Women), 2006-2010 to 2012-2016.	NC State Center for Health Statistics, County Health Databook.
		Population Density (Persons per Square Mile) Estimates and Projections, 1980-2030	Log Into North Carolina (LINC) Database, Topic Group Population and Housing, Total Population, Population Density
	Race and Ethnicity	Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin, 2016	US Census Bureau, Population Estimates: 2016 Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin
	Age and Gender	Population Estimates by Age Group, 2010 Census	US Census Bureau, 2010 Census, Table DP-1: Profile of General Population and Housing Characteristics
		Population Estimates by Age Group, 2016	US Census Bureau, 2016 Population Estimates, Table PEPAGESEX: Annual Estimates of the Resident Population
	Non-Native Populations	Five-Year Estimates of Non-English Speaking Population Growth, Before 1990 to After 2010	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table B05005: Year of Entry by Nativity and Citizenship Status in the United States
		Five-Year Estimates of Latino/Hispanic Population by Age, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table B01001: Sex by Age (Hispanic or Latino)
	Other Special Populations	Five-Year Estimates of Veteran Status of Adults, by Age, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S2101: Veteran Status
		Five-Year Estimates of Disability Characteristics, by Age, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S1810: Disability Characteristics

Economic Climate	Income	Five-Year Estimates of Economic Characteristics, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table DP03: Selected Economic Characteristics
	Employment	Five-Year Estimates of Place of Work, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table B08007: Sex of Workers by Place of Work
		Top Employment Sectors in Rowan County, 2017	NC Department of Commerce Labor & Economic Analysis, Annual QCEW statistics
		Major Employers in Rowan County, 2017	NC Department of Commerce, Economic Intelligence Development System (EDIS), Business Data, Top Employers, by County Q4
	Unemployment	Unemployment Rate (per 100 workers) Among Civilian Workforce, 2008-2016	North Carolina Department of Commerce, Labor and Economic Analysis Division (LEAD). Local Area Unemployment Statistics (LAUS) - Unemployment Rate
	Poverty	Five-Year Estimates of Poverty, by Race/Ethnicity, 2008-2016	US Census Bureau, American Community Survey 5-Year Estimates, Table S1701: Poverty Status in the Past 12 Months
		Five-Year Estimates of Children in Poverty, 2008-2016	US Census Bureau, American Community Survey 5-Year Estimates, Table DP03: Selected Economic Characteristics
	Housing	Five-Year Estimates of Selected Housing Characteristics, 2012-2016	US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics.
		Characteristics of Renter-Occupied Housing Units, 2008-2016	US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics
		Characteristics of Owner-Occupied Housing Units, 2008-2016	US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics
		Five-Year Estimates of Household Characteristics, 2012-2016	US Census Bureau, American Community Survey 5-Year Estimates, Table S1101: Households and Families
	Homeless	Point-in-time Counts of Homeless Adults and Children, 2013-2017	NC Coalition to End Homelessness
Children & Families	Single-Parent Families	Five-Year Estimates of Single Parent Family Characteristics, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S1101: Households and Families
		Five-Year Estimates of Grandparents Living with Children, 2012-2016	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table DP02: Selected Social Characteristics in the US

	Child Care	Child Care Facilities in Rowan County, 2017	NC Department of Health and Human Services, Division of Child Development, Child Care Facility Search Site
Education	Schools and School Enrollment	Number of Public, Charter, and Private Schools, 2017	NC Department of Public Instruction, NC School Report Cards
		Number of Public, Charter, and Private Schools, 2017	NC Department of Public Instruction, Office of Charter Schools. Schools: Map and list of charter schools by county
		Number of Public, Charter, and Private Schools, 2017	NC Division of Non-Public Education, Private Schools, North Carolina Directory of Non-Public Schools
		School Enrollment Trends, School Years 2014-2017	NC Department of Public Instruction, Data and Statistics, Education Data: NC Statistical Profile
	Educational Attainment and Investment	Educational Degrees Attained and Selected Testing Metrics	US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table DP02 Selected Social Characteristics, Educational Attainment; NC School Report Cards, District Reports Cards.
	High School Dropout Rate	Annual High School Drop Out Rate, School Years 2013-2017	NC Department of Public Instruction, Annual Dropout Reports
		Annual High School Graduation Rate, School Years 2013-2017	NC Department of Public Instruction, Cohort Graduation Rate
	Crime and Violence in Schools	Annual School Crime Rate (per 1,000 Students), School Years 2013-2017	NC Department of Public Instruction, Research and Evaluation, Discipline Data, Consolidated Data Reports, Crime & Violence Table
		Rowan County School Crime and Violence, by Type of Offense, School Years 2016-2017	NC Department of Public Instruction, Research and Evaluation, Discipline Data, Consolidated Data Reports, Crime & Violence Table
		Annual School Suspensions and Expulsions, School Years 2013-2017	NC Department of Public Instruction, Research and Evaluation, Discipline Data, Consolidated Data Reports
Crime & Safety	Crime Rates	Index Crime Rates (Violent and Property Crimes), 2012-2016	NC Department of Justice, State Bureau of Investigation, Crime, View Crime Statistics, Crime Statistics (by Year).
		Index Crime Details for Rowan County, 2012-2016	NC State Bureau of Investigation, Crime in North Carolina, North Carolina Crime Statistics, Crime Statistics in Detailed Reports (By Year)
	Sexual Assault and Domestic Violence	Number of Individuals Filing Sexual Assault Complaints (Clients), Fiscal Years 2013-2017	NC Department of Administration, Council for Women, Domestic Violence Commission, Statistics
		Sexual Assault Details, by Type of Assault, 2017	NC Department of Administration, Council for Women, Domestic Violence Commission, Statistics

		Sexual Assault Details, by Type of Offender, 2017	NC Department of Administration, Council for Women, Domestic Violence Commission, Statistics
		Number of Individuals Filing Domestic Violence Complaints (Clients), 2013-2017	NC Department of Administration, Council for Women, Domestic Violence Commission, Statistics
		Services Received by Domestic Violence Clients, 2017	NC Department of Administration, Council for Women, Statistics, County Statistics
		Number of Domestic Violence Related Homicides, 2013-2016	NC Department of Justice, Help for Victims, Domestic Violence Victims, Domestic Violence Statistics
	Child Abuse, Neglect and Exploitation	Findings of Child Abuse and Neglect and Services Needed, 2012-2017	Child Welfare, Reports of Abuse and Neglect section, Investigated Reports of Abuse and Neglect: Type of Finding/Decision

Section II. Health Outcomes Indicators.

Category	Indicator(s)	Data Measure, Year	Data Source(s)
Health Rankings	County health rankings	County Health Rankings, 2018	County Health Rankings and Roadmaps, 2018
		County Health Rankings Details, 2018	County Health Rankings and Roadmaps, 2018
Maternal and Infant Health	Pregnancy and Birth Rates	Pregnancy, Fertility, and Abortion Rates (per 1,000 births) for Women of Childbearing Age (15-44) and Teenagers (15-19), 2016.	NC Center for Health Statistics, County-level Data, County Health Data Books: Pregnancy and Live Births
		Counts and Rates (per 1,000 births) of Teen Pregnancies, Ages 15-19, 2014-2016	NC State Center for Health Statistics, North Carolina Health Data Query System, Pregnancy Data
	Pregnancy Risk Factors	Five-Year Aggregates of High Parity and Short Interval Births, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births
		Prenatal Indicators – Maternal Smoking, 2016	NC State Center for Health Statistics, Basic Automated Birth Yearbook (BABY Book), 2017
		Prenatal Indicators – Prenatal Care, 2016	NC State Center for Health Statistics, Basic Automated Birth Yearbook (BABY Book), 2017
	Pregnancy Outcomes	Five-Year Aggregate of Percentage of Low Birth Weight Births by Race/Ethnicity, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births
		Five-Year Aggregate of Percentage of Low Birth Weight Births by Race/Ethnicity, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births
		Five-Year Aggregate and Rate (per 1,000 births) of Infant Deaths by Race/Ethnicity, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births
Leading Causes of	Life Expectancy	Life Expectancy for Persons Born in 2014-2016	NC State Center for Health Statistics, County-level Data, Life Expectancies Reports

Death Morbidity & Mortality	Mortality Rate Comparisons	Top 10 Leading Causes of Death in Rowan County, Five Year Counts and Rates (per 100,000 population), 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality
	Gender, Racial, and Age Disparities in Mortality	Top 15 Leading Causes of Death in Rowan County, Five Year Counts and Rates (per 100,000 population) by Sex, 2012-2016.	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality
		Top 15 Leading Causes of Death in Rowan County, Five Year Counts and Rates (per 100,000 population), by Race/Ethnicity, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality
		Top 3 Leading Causes of Death by Age Group, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality
	Cancer	Five-Year Aggregate of Total Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.
		Five-Year Aggregate of Mortality Rate for Total Cancer and the Five Major Site-Specific Cancers, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.
		Five-Year Aggregate of Total Cancer Incidence (New Cases per 100,000 Population) and the Four Major Site-Specific Cancers, 2012-2016.	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), NC Cancer Incidence Rates per 100,000
		Five-Year Aggregate of Lung Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.
		Five-Year Aggregate of Prostate Cancer Mortality, by Race/Ethnicity for Males, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
		Five-Year Aggregate of Breast Cancer Mortality, by Race/Ethnicity for Females, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
		Five-Year Aggregate of Colon, Rectal, Anal Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
		Five-Year Aggregate of Pancreatic Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
	Heart Disease	Five-Year Aggregate of Heart Disease Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
	Cerebrovascular Disease	Five-Year Aggregate of Cerebrovascular Disease Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County

Chronic Lower Respiratory Disease	Five-Year Aggregate of Chronic Lower Respiratory Disease/Chronic Obstructive Pulmonary Disease Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
Diabetes Mellitus	Five-Year Aggregate of Diabetes Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
	Annual Trends in Diabetes Prevalence, 2012-2014	Centers for Disease Control and Prevention, Diabetes Data and Trends, County Data and State Data
Alzheimer's Disease	Five-Year Aggregate of Alzheimer's Disease Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
Pneumonia and Influenza	Five-Year Aggregate of Pneumonia and Influenza Mortality, by Race/Ethnicity and Sex, 2012-2016.	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
Septicemia	Five-Year Aggregate of Septicemia Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
Kidney Disease	Five-Year Aggregate of Kidney Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
Chronic Liver Disease and Cirrhosis	Five-Year Aggregate of Liver Disease Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
Unintentional Motor Vehicle Injury	Five-Year Aggregate of Unintentional Motor Vehicle Injury Mortality, by Race/Ethnicity and Sex, 2012-2016.	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
	Five-Year Aggregate Trends in Unintentional Motor Vehicle Injury Mortality Rate, 2009-2016	NC State Center for Health Statistics, Vital Statistics, NC Vital Statistics Volume II: Leading Causes of Death, 2009 through 2016
	Five-Year Aggregate of Unintentional Motor Vehicle Injury Mortality, by Age, 2012-2016	NC State Center for Health Statistics, Vital Statistics, NC Vital Statistics Volume II: Leading Causes of Death, 2009 through 2016
	Annual Trend in Number and Percentage of All Alcohol Related Motor Vehicle Crashes, 2012-2016	UNC Highway Safety Research Center, NC Governor's Highway Safety Program, NC Division of Motor Vehicles: North Carolina Crash Data, Reportable Crashes on Publicly Maintained Roads, Year and Crash, Alcohol Involvement, 2013-2017
	Annual Trend in Fatal Alcohol Related Motor Vehicle Crashes, 2012-2016	UNC Highway Safety Research Center, NC Governor's Highway Safety Program, NC Division of Motor Vehicles: North Carolina Crash Data, Reportable Crashes on Publicly Maintained Roads, Year and Crash, Alcohol Involvement, 2013-2017
Unintentional Non-Motor Vehicle Injury	Five-Year Aggregate of Other Unintentional Injury Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County

	Unintentional Poisoning	Five-Year Aggregate of Unintentional Poisoning Mortality, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Age-Adjusted Death Rates by County
		Three-Year Aggregates of Opiate Poisoning Mortality Counts and Rates (per 100,000 population), 2000-2016	NC Division of Public Health Injury and Violence Prevention Branch, All Intents Opiate Poisoning Deaths by County: NC Residents, 1999-2016
		Quarterly Count of Naloxone Reversals by EMS in Rowan County, 2010-2016	NC Division of Public Health Injury and Violence Prevention Branch, NC Opioid Action Plan Dashboard
	Suicide	Five-Year Aggregate of Suicide Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
	Homicide	Five-Year Aggregate of Homicide Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
	HIV/AIDS/STDs	Annual Number and Rates of Incident HIV Diagnoses (per 100,000 population), by County of First Diagnosis, 2012-2016	NC Division of Public Health, Epidemiology Section, Communicable Disease Branch Annual Reports: North Carolina 2016 HIV/STD Surveillance Report
		Five-Year Aggregate of AIDS Mortality, by Race/Ethnicity and Sex, 2012-2016	NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County
		Annual Trends in Chlamydia Incidence, 2012-2016	NC Division of Public Health, Epidemiology Section, Communicable Disease Branch Annual Reports: North Carolina 2016 HIV/STD Surveillance Report
		Annual Trends in Gonorrhea Incidence, 2012-2016	NC Division of Public Health, Epidemiology Section, Communicable Disease Branch Annual Reports: North Carolina 2016 HIV/STD Surveillance Report
	Obesity	Annual Trends in Adult Obesity Prevalence, 2014-2018	County Health Rankings and Roadmaps, 2014-2018
		BMI Classification for Salisbury Pediatrics Patients Aged 0-18, August 2017 – August 2018	Salisbury Pediatrics, 8/1/2017 – 8/2/2018
Service Utilization	Behavioral Health	Annual Counts of Persons Served by Local Management Entity-Managed Care Organizations, 2014-2017.	Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in Area Mental Health Programs
		Annual Counts of Persons Served by State Psychiatric Hospitals, 2014-2017	Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in State Psychiatric Hospitals
		Annual Counts of Persons Served by State Mental Health Development Centers, 2014-2016	Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in State Mental Health Development Centers
		Annual Counts of Persons Served by State Alcohol and Drug Treatment Centers, 2014-2016	Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in NC Alcohol and Drug Treatment Centers
	Emergency Department	Annual Number of Emergency Department Visits to County Facilities, Fiscal Years 2011-2014	UNC Cecil G. Sheps Center for Health Services Research, FY201-2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital

		Annual Number of Emergency Department Visits to County Facilities, by Race, Fiscal Year 2014	UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital
		Annual Number of Emergency Department Visits to County Facilities, by Ethnicity, Fiscal Year 2014	UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital
		Annual Number of Emergency Department Visits to County Facilities, by Age, Fiscal Year 2014	UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital
		Annual Number of Emergency Department Visits to County Facilities, by Payer, Fiscal Year 2014	UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital.

Section I. Demographics and Community Characteristics

Table 1. General Demographic Characteristics, 2016.

Location	2016 Total Population	Number Males	Population Male (%)	Median Age Males	Number Females	Population Female (%)	Median Age Females	Overall Median Age
Rowan County	139,933	68,993	49.3%	39.3	70,940	50.7%	42.1	40.7
Davidson County	164,926	80,522	48.8%	41.5	84,404	51.2%	43.6	42.6
Gaston County	216,965	104,778	48.3%	38.7	112,187	51.7%	41.5	40.1
State of NC	10,146,788	4,932,952	48.6%	37.2	5,213,836	51.4%	40.1	38.7

Source: US Census Bureau, Population Estimates: 2016 Annual Estimates of the Resident Population

Table 2. Decennial Population Growth (Actual and Projected), 1980-2030.

Location	Number of Persons and Percent Growth										
	1980	1990	% Growth '80-'90	2000	% Growth '90-'00	2010	% Growth '00-'10	2020 (Projection)	% Growth '10-20	2030 (Projection)	% Growth '20-'30
Rowan County	99,186	110,605	11.5	130,340	17.8	138,428	6.2	144,755	4.6	154,215	6.5
Davidson County	113,162	126,677	11.9	147,250	16.2	162,878	10.6	170,091	4.4	180,032	5.8
Gaston County	162,568	175,093	7.7	190,336	8.7	206,086	8.3	224,197	8.8	240,357	7.2
State of NC	5,880,095	6,632,448	12.8	8,046,813	21.3	9,535,483	18.5	10,619,432	11.4	11,759,744	10.7

Source: Log Into North Carolina (LINC) Database, Total Population.

Table 3. Decennial Population Growth (Actual and Projected) For Ages 65 Years and Older, 2000-2030.

Location	2000 Census			2010 Census			2020 (Projected)			2030 (Projected)		
	Total Pop.	Pop. 65+	% Pop. 65+	Total Pop.	Pop. 65+	% Pop. 65+	Total Pop.	Pop. 65+	% Pop. 65+	Total Pop.	Pop. 65+	% Pop. 65+
Rowan County	130,340	18,205	14.0	138,428	19,993	14.4	144,755	25,981	17.9	154,215	33,268	21.6
Davidson County	147,246	18,774	12.8	162,878	23,388	14.4	170,091	27,228	16.0	180,032	39,206	21.8
Gaston County	190,365	23,985	12.6	206,086	27,294	13.2	224,197	37,258	16.6	240,357	47,028	19.6
State of NC	8,049,313	969,048	12.0	9,535,483	1,234,079	12.9	10,619,432	1,789,725	16.9	11,759,744	2,355,463	20.0

Source: US Census Bureau, American FactFinder, Table DP-1; NC Office of State Budget and Management, County/State Population Projections - Age, Race, and Sex Projections.

Table 4. Five-Year Birth Rate Estimates (Births Per 1,000 Women), 2006-2010 to 2012-2016.

Location	2006-2010				2007-2011				2008-2012				2009-2013			
	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.
Rowan County	12.5	10.6	14.9	28.5	12.1	10.4	13.8	25.6	11.8	10.4	12.9	22.5	11.4	10.1	12.5	20.3
Davidson County	12	10.8	11.9	26.2	11.6	10.5	11.9	25.4	11.1	10	12	23.6	10.7	9.7	11.4	21.8
Gaston County	13.4	11.6	17.2	27.8	13.1	11.4	16.5	25.5	12.7	11.3	15.7	23.6	12.4	11.2	15	21.4
State of NC	13.8	11.4	15.1	30.4	13.5	11.2	14.7	27.5	13.0	10.9	14.1	24.3	12.6	10.7	13.7	22.5

Source: NC State Center for Health Statistics, County Health Databook.

Table 4 Continued.

Location	2010-2014				2011-2015				2012-2016			
	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.	Total	White, Non-Hisp.	Af Am, Non-Hisp.	Hisp.
Rowan County	11.2	10	12.3	19.5	11.3	10	12.5	19.2	11.4	10.1	13	19.2
Davidson County	10.5	9.6	11	20.8	10.5	9.6	11.4	20.1	10.6	9.7	11.6	19
Gaston County	12.2	11.1	14.5	19.7	12	11	14.3	18.7	11.8	10.8	14.1	18.7
State of NC	12.4	10.5	13.4	21.3	12.2	10.4	13.3	20.6	12.1	10.3	13.1	20.3

Source: NC State Center for Health Statistics, County Health Databook.

Table 5. Population Density (Persons per Square Mile) Estimates and Projections, 1980-2030.

Location	Persons per Square Mile					
	1980	1990	2000	2010 (Estimate)	2020 (Projection)	2030 (Projection)
Rowan County	191.1	216.28	254.91	272.69	283.12	301.62
Davidson County	206.39	229.39	266.68	293.76	307.81	325.8
Gaston County	455	491.1	534.28	560.16	630.21	675.63
State of NC	120.39	136.14	165.19	191.93	219.86	248.20

Source: Log Into North Carolina (LINC) Database, Topic Group Population and Housing, Total Population, Population Density

Table 6. Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin, 2016.

Location	Total	Non-Hispanic Ethnicity										Hispanic Ethnicity	
		White		Black or African-American		American Indian and Alaskan Native		Asian, Native Hawaiian and Other Pacific Islander		Two or More Races		Hispanic or Latino of Any Race	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Rowan County	139,933	101,716	72.7	22,458	16.0	430	0.3	1,479	1.1	2,050	1.5	11,800	8.4
Davidson County	164,926	132,781	80.5	15,299	9.3	693	0.4	2,322	1.4	2,260	1.4	11,571	7.0
Gaston County	216,965	159,208	73.4	35,154	16.2	788	0.4	3,318	1.5	3,807	1.8	14,690	6.8
State of NC	10,146,788	6,447,335	63.5	2,172,581	21.4	114,585	1.1	293,103	2.9	186,963	1.8	932,221	9.2

Source: US Census Bureau, Population Estimates: 2016 Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin.

Table 7. Population Estimates by Age Group, 2010 Census.

Age Group	Rowan County						North Carolina					
	No. in Population			% of Total Population			No. in Population			% of Total Population		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
All ages	138,428	68,363	70,065	100.0	49.4	506.0	9,535,483	4,645,492	4,889,991	100.0	48.7	51.3
Under 5	9,044	4,613	4,431	6.5	3.3	3.2	632,040	322,871	309,169	6.6	3.4	3.2
5 to 9	9,101	4,638	4,418	6.6	3.4	3.2	635,945	324,900	311,045	6.7	3.4	3.3
10 to 14	9,143	4,687	4,456	6.6	3.4	3.2	631,104	322,795	308,309	6.6	3.4	3.2
15 to 19	9,415	4,887	4,528	6.8	3.5	3.3	659,591	338,271	321,320	6.9	3.5	3.4
20 to 24	8,704	4,415	4,289	6.3	3.2	3.1	661,573	336,648	324,925	6.9	3.5	3.4

Age Group	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
25 to 29	8,273	4,198	4,075	6.0	3.0	2.9	627,036	311,499	315,537	6.6	3.3	3.3
30 to 34	8,406	4,189	4,217	6.1	3.0	3.0	619,557	304,807	314,750	6.5	3.2	3.3
35 to 39	9,054	4,608	4,446	6.5	3.3	3.2	659,843	324,681	335,162	6.9	3.4	3.5
40 to 44	9,381	4,735	4,646	6.8	3.4	3.4	667,308	329,652	337,656	7.0	3.5	3.5
45 to 49	10,331	5,169	5,162	7.5	3.7	3.7	698,753	341,432	357,321	7.3	3.6	3.7
50 to 54	10,270	5,138	5,132	7.4	3.7	3.7	669,893	323,702	346,191	7.0	3.4	3.6
55 to 59	9,104	4,573	4,531	6.6	3.3	3.3	600,722	285,244	315,478	6.3	3.0	3.3
60 to 64	8,209	3,932	4,277	5.9	2.8	3.1	538,039	255,034	283,005	5.6	2.7	3.0
65 to 69	6,271	3,039	3,232	4.5	2.2	2.3	403,024	188,125	214,899	4.2	2.0	2.3
70 to 74	4,560	2,033	2,527	3.3	1.5	1.8	294,543	133,021	161,522	3.1	1.4	1.7
75 to 79	3,721	1,572	2,149	2.7	1.1	1.6	223,655	94,981	128,674	2.3	1.0	1.3
80 to 84	2,829	1,095	1,734	2.0	0.8	1.3	165,396	63,573	101,823	1.7	0.7	1.1
85 and older	2,612	797	1,815	1.9	0.6	1.3	147,461	44,256	103,205	1.5	0.5	1.1

Source: US Census Bureau, 2010 Census, Table DP-1: Profile of General Population and Housing Characteristics

Table 8. Population Estimates by Age Group, 2016.

Age Group	Rowan County						North Carolina					
	No. in Population			% of Total Population			No. in Population			% of Total Population		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
All ages	139,933	68,993	10,940	100.0	49.3	7.8	10,146,788	4,932,952	5,213,836	100.0	48.6	51.4
Under 5	7,622	4,033	3,889	5.4	2.9	2.8	606,310	308,741	297,569	6.0	3.0	2.9
5 to 9	8,677	4,467	4,210	6.2	3.2	3.0	640,169	326,920	313,249	6.3	3.2	3.1
10 to 14	9,145	4,740	4,405	6.5	3.4	3.1	652,704	332,382	320,322	6.4	3.3	3.2
15 to 19	9,028	4,702	4,326	6.5	3.4	3.1	669,708	340,152	329,556	6.6	3.4	3.2
20 to 24	8,935	4,601	4,334	6.4	3.3	3.1	696,063	358,459	337,604	6.9	3.5	3.3
25 to 29	8,845	4,412	4,433	6.3	3.2	3.2	686,054	342,671	346,383	6.8	3.4	3.4
30 to 34	8,112	4,038	4,074	5.8	2.9	2.9	646,400	317,070	329,330	6.4	3.1	3.2
35 to 39	8,224	4,076	4,148	5.9	2.9	3.0	644,334	314,892	329,442	6.4	3.1	3.2
40 to 44	8,392	4,233	4,159	6.0	3.0	3.0	645,903	315,654	330,249	6.4	3.1	3.3
45 to 49	9,550	4,731	4,819	6.8	3.4	3.4	691,010	338,439	352,571	6.8	3.3	3.5
50 to 54	9,973	4,946	5,027	7.1	3.5	3.6	694,740	337,306	357,434	6.8	3.3	3.5

55 to 59	10,205	5,071	5,134	7.3	3.6	3.7	683,839	327,257	356,582	6.7	3.2	3.5
60 to 64	9,075	4,510	4,565	6.5	3.2	3.3	617,089	288,650	328,439	6.1	2.8	3.2
65 to 69	8,085	3,816	4,269	5.8	2.7	3.1	550,743	255,765	294,978	5.4	2.5	2.9
70 to 74	5,957	2,733	3,224	4.3	2.0	2.3	391,070	178,808	212,262	3.9	1.8	2.1
75 to 79	4,174	1,842	2,332	3.0	1.3	1.7	266,915	117,044	149,871	2.6	1.2	1.5
80 to 84	2,834	1,127	1,707	2.0	0.8	1.2	182,927	73,915	109,012	1.8	0.7	1.1
85 and older	2,800	915	1,885	2.0	0.7	1.3	177,810	58,827	118,983	1.8	0.6	1.2

Source: US Census Bureau, 2016 Population Estimates, Table PEPAGESEX: Annual Estimates of the Resident Population

Table 9. Population Growth Estimates for Age 65 and Older, 2000-2030.

Location	2000 Census			2010 Census			2020 (Projected)			2030 (Projected)		
	Pop.	Pop. 65+	% Pop. 65+	Pop.	Pop. 65+	% Pop. 65+	Pop.	Pop. 65+	% Pop. 65+	Pop.	Pop. 65+	% Pop. 65+
Rowan County	130,340	18,205	14.0	138,428	19,993	14.4	144,755	25,981	17.9	154,215	33,268	21.6
Davidson County	147,246	18,774	12.8	162,878	23,388	14.4	170,091	27,228	16.0	180,032	39,206	21.8
Gaston County	190,365	23,985	12.6	206,086	27,294	13.2	224,197	37,258	16.6	240,357	47,028	19.6
State of NC	8,049,313	969,048	12.0	9,535,483	1,234,079	12.9	10,619,432	1,789,725	16.9	11,759,744	2,355,463	20.0

Source: US Census Bureau, Decennial Census, Table DP-1: Profile of General Population; NC Office of State Budget and Management, County/State Population Projections - Age, Race, and Sex Projections

Table 10. Five-Year Estimates of Non-English Speaking Population Growth, Before 1990 to After 2010.

Location	Number of Persons Arriving				% Increase 2000-2016
	Before 1990	1990-1999	2000-2009	After 2010	
Rowan County	1,888	2,190	2,619	459	6.9
Davidson County	2,637	2,648	3,253	431	5.0
Gaston County	3,636	2,657	4,892	1,114	10.0
State of NC	223,966	233,323	299,799	121,667	16.1

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table B05005: Year of Entry by Nativity and Citizenship Status in the United States

Table 11. Five-Year Estimates of Latino/Hispanic Population by Age, 2012-2016.

Age Group	No. Total Population	% of Total Population	No. Latino/Hispanic Population	% of Latino/Hispanic Population	# of Males in Latino Population	% Males Among Latino/Hispanic Population
Under 5 years	7,899	5.7	1,274	11.4	673	6.0
5 to 9	8,811	6.4	1,727	15.4	860	7.7
10 to 14	9,277	6.7	1,126	10.1	594	5.3
15 to 17	5,495	4.0	588	5.3	297	2.7
18 to 19	3,402	2.5	330	2.9	177	1.6
20 to 24	9,000	6.5	755	6.7	421	3.8
25 to 29	8,253	6.0	774	6.9	430	3.8
30 to 34	8,301	6.0	1,026	9.2	532	4.8
35 to 44	17,227	12.4	1,787	16.0	990	8.8
45 to 54	19,766	14.3	1,031	9.2	593	5.3
55 to 64	18,708	13.5	470	4.2	263	2.4
65 to 74	13,041	9.4	151	1.3	43	0.4
75 to 84	6,917	5.0	84	0.8	67	0.6
85 +	2,597	1.9	68	0.6	19	0.2
Total	138,694	100.0	11,191	100.0	5,959	53.2

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table B01001: Sex by Age (Hispanic or Latino)

Table 12. Five-Year Estimates of Veteran Status of Adults, by Age, 2012-2016.

Location	Civilian Population 18 years and over					% Veterans by Age				
	Total	# Non-Veterans	% Non-Veterans	# Veterans	% Veterans	18 to 34 years	35 to 54 years	55 to 64 years	65 to 74 years	75 years and over
Rowan County	107,122	97,356	90.9	9766	9.1	6.2	22.7	23.3	24.2	23.7
Davidson County	126,633	115,871	91.5	10,762	8.5	6.3	22.4	20.8	29.7	20.9
Gaston County	162,579	148,662	91.4	13,917	8.6	7.0	23.9	22.8	25.6	20.8

State of NC	7,570,164	6,886,943	91.0	683,221	9.0	9.2	26.9	20.2	24.3	19.4
National Total	243,935,157	224,399,816	92.0	19,535,341	8.0	8.6	24.1	19.4	24.9	23.0

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S2101: Veteran Status

Table 13. Five-Year Estimates of Disability Characteristics, by Age, 2012-2016.

Age Groups	Rowan County			Davidson County			Gaston County		
	Population	# With Disability	% Disability	Population	# With Disability	% Disability	Population	# With Disability	% Disability
< 5 years	7,899	130	1.6	9,050	126	1.4	12,896	99	0.8
5-17 years	23,489	1,429	6.1	28,225	2,361	8.4	36,089	2,570	7.1
18-34 years	28,324	1,999	7.1	30,262	2,941	9.7	43,124	3,278	7.6
35-64 years	54,797	9,491	17.3	68,103	11,805	17.3	86,847	15,219	17.5
65-74 years	12,700	3,750	29.5	16,004	4,828	30.2	18,697	5,790	31.0
75 years and over	8,975	4,846	54.0	10,544	5,514	52.3	11,990	6,512	54.3
Total	136,184	21,645	15.9	162,188	27,575	17.0	209,643	33,468	16.0

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S1810: Disability Characteristics

Table 13 Continued.

Age Groups	State of NC		
	Population	# With Disability	% Disability
< 5 years	605,854	5,472	0.9
5-17 years	1,678,393	95,959	5.7
18-34 years	2,167,121	140,742	6.5
35-64 years	3,876,401	565,417	14.6
65-74 years	854,396	233,490	27.3
75 years and over	563,506	290,490	51.6
Total	9,745,671	1,331,570	13.7

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S1810: Disability Characteristics

Table 14. Five-Year Estimates of Economic Characteristics, 2012-2016.

Location	2016 Per Capita Income	2016 Projected Median Household Income
Rowan County	$22,463	$44,494
Davidson County	$23,146	$44,469
Gaston County	$23,710	$44,288
State of NC	$26,779	$48,256

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table DP03: Selected Economic Characteristics

Table 15. Five-Year Estimates of Place of Work, 2012-2016.

Location	Number and Percent of Residents								
	Total # Workers Over 16	# Working in County	% Working in County	# Working out of County	% Working out of County	# Working out of State	% Working out of State	Total # Leaving County for Work	Total % Leaving County for Work
Rowan County	56,970	35,973	63.1	20,164	35.4	833	1.5	20,997	36.9
Davidson County	69,950	32,596	46.6	36,408	52.0	946	1.4	37,354	53.4
Gaston County	91,608	52,769	57.6	34,957	38.2	3,882	4.2	38,839	42.4
State of NC	4,448,095	3,182,485	71.5	1,151,552	25.9	114,058	2.6	1,265,610	28.5

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table B08007: Sex of Workers by Place of Work

Table 16. Top Employment Sectors in Rowan County, 2017.

Sector	Rowan County			North Carolina		
	Avg. No. Employed	% Total Employment in Sector	Average Weekly Wage per Employee	Avg. No. Employed	% Total Employment in Sector	Average Weekly Wage per Employee
Health Care & Social Assistance	8,249	19.4	$921.25	602,329	14.1	$924.09
Manufacturing	7,262	17.1	$979.26	464,500	10.9	$1,089.27
Retail Trade	4,851	11.4	$509.22	501,944	11.8	$523.94
Accommodation & Food Services	3,875	9.1	$273.22	412,099	9.7	$319.91
Transportation & Warehousing	3,424	8.0	$839.18	142,776	3.4	$909.91
Public Administration	2,683	6.3	$728.66	241,875	5.7	$905.13

Construction	2,220	5.2	$907.30	200,482	4.7	$962.27
Wholesale Trade	2,134	5.0	$863.59	182,811	4.3	$1,327.55
Administrative & Waste Services	2,030	4.8	$535.16	295,184	6.9	$662.86
Management of Companies & Enterprises	1,683	4.0	$2,028.09	83,824	2.0	$1,992.91
Professional, Scientific & Technical Services	962	2.3	$1,104.78	232,297	5.5	$1,483.62
Other Services	937	2.2	$574.16	108,171	2.5	$630.21
Arts, Entertainment & Recreation	715	1.7	$433.23	73,222	1.7	$587.73
Finance & Insurance	679	1.6	$1,076.66	163,851	3.8	$1,730.91
Agriculture, Forestry, Fishing & Hunting	272	0.6	$523.66	28,447	0.7	$654.79
Real Estate & Rental & Leasing	214	0.5	$693.40	56,941	1.3	$906.04
Information	198	0.5	$924.08	79,995	1.9	$1,493.87
Mining	182	0.4	$968.75	Not reported	Not reported	Not reported
TOTAL ALL SECTORS	42,570	100.0	$752	4,258,380	100.0	$936

Source: NC Department of Commerce Labor & Economic Analysis, Annual QCEW statistics

Table 17. Major Employers in Rowan County, 2017.

Rank	Employer	Industry	No. Employed
1	Food Lion	Trade, Transportation, & Utilities	1000+
2	Rowan Salisbury School Systems	Education & Health Services	1000+
3	Veterans Administration	Public Administration	1000+
4	Freightliner Corp	Manufacturing	1000+
5	Rowan Regional Medical Center	Education & Health Services	1000+
6	Rowan County	Public Administration	1000+
7	Rowan Cabarrus Comm College	Education & Health Services	500-999
8	NC Dept of Public Safety	Public Administration	500-999
9	City of Salisbury	Public Administration	250-499
10	Continental Structural Plastics	Manufacturing	250-499
11	R & L Carriers Shared Services LLC	Trade, Transportation, & Utilities	250-499
12	Aldi	Trade, Transportation, & Utilities	250-499
14	United Parcel Services Inc	Trade, Transportation, & Utilities	250-499
14	Catawba College	Education & Health Services	250-499

15	Wal-Mart Associates Inc	Trade, Transportation, & Utilities	250-499
16	McKenzie Taxidermy Supply	Trade, Transportation, & Utilities	250-499
17	Products Quest Manufacturing LLC	Manufacturing	250-499
18	McDonalds	Leisure & Hospitality	250-499
19	Wayne Brothers Inc	Construction	250-499
21	Clayton Mobile Homes	Manufacturing	250-499
21	The Young Men's Christian Assoc. of Rowan County	Leisure & Hospitality	250-499
22	Gamewell Mechanical	Construction	250-499
23	Livingstone College (A Corp)	Education & Health Services	100-249
24	Bayada Home Health Care Inc	Education & Health Services	100-249
25	Staffmasters Inc	Education & Health Services	100-249

Source: NC Department of Commerce, Economic Intelligence Development System (EDIS), Business Data, Top Employers, by County Q4

Table 18. Unemployment Rate (per 100 workers) Among Civilian Workforce, 2008-2016.

Location	2008	2009	2010	2011	2012	2013	2014	2015	2016
Rowan County	6.8	12.7	14.1	12.5	10.9	9.3	7.1	6.1	5.5
Davidson County	7.1	12.8	12.3	11.0	9.7	8.2	6.3	5.6	4.8
Gaston County	7.5	13.8	13.5	11.9	10.5	9.0	6.8	6.0	5.3
State of NC	6.1	10.6	10.9	10.3	9.3	8.0	6.3	5.7	5.1

Source: North Carolina Department of Commerce, Labor and Economic Analysis Division (LEAD). Local Area Unemployment Statistics (LAUS) - Unemployment Rate

Table 19. Five-Year Estimates of Poverty, by Race/Ethnicity, 2008-2016.

Location	2008-2012					2009-2013					2010-2014				
	Total No.	Total %	% White	% Black	% Hisp/Lat	Total No.	Total %	% White	% Black	% Hisp/Lat	Total No.	Total %	% White	% Black	% Hisp/Lat
Rowan County	24,670	18.5	14.9	33.0	27.8	25,106	18.8	14.9	32.9	27.0	25,532	19.1	14.4	36.2	27.8
Davidson County	24,335	15.2	12.5	33.9	29.9	26,105	16.3	13.8	34.4	30.7	25,866	16.1	14.0	33.4	28.1
Gaston County	34,437	17.0	13.8	26.2	36.3	36,554	17.9	15.0	26.8	33.8	37,082	18.1	15.2	26.9	31.6
State of NC	1,536,464	16.8	12.5	26.8	33.3	1,643,389	17.5	13.3	27.6	34.0	1,669,147	17.6	13.4	27.6	33.4

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table S1701: Poverty Status in the Past 12 Months.

Table 19 Continued.

Location	2011-2015					2012-2016				
	Total No.	Total %	% White	% Black	% Hisp/Lat	Total No.	Total %	% White	% Black	% Hisp/Lat
Rowan County	24,194	18.1	14.0	32.4	30.6	24,142	18.0	13.8	32.3	31.7
Davidson County	25,655	15.9	14.0	32.4	25.4	26,221	16.2	14.5	31.8	31.0
Gaston County	36,027	17.4	14.4	25.6	29.5	35,812	17.2	14.2	26.8	26.7
State of NC	1,667,465	17.4	13.3	27.1	33.2	1,631,704	16.8	13.0	26.1	31.5

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table S1701: Poverty Status in the Past 12 Months.

Table 20. Five-Year Estimates of Children in Poverty, 2008-2016.

Location	2008-2012				2009-2013				2010-2014			
	Total % in Poverty	% Related Children Under 5 in Poverty	% Related Children Under 18 in Poverty	% Adults 65 or Older in Poverty	Total % in Poverty	% Related Children Under 5 in Poverty	% Related Children Under 18 in Poverty	% Adults 65 or Older in Poverty	Total % in Poverty	% Related Children Under 5 in Poverty	% Related Children Under 18 in Poverty	% Adults 65 or Older in Poverty
Rowan County	18.5	31.1	27.0	10.2	18.8	31.1	27.8	10.3	19.1	32.7	28.7	10.2
Davidson County	15.2	32.1	22.7	10.8	16.3	31.1	25.1	10.1	16.1	25.7	23.5	9.7
Gaston County	17.0	30.9	24.2	11.5	17.9	31.1	26.0	10.9	18.1	31.6	26.0	10.7
State of NC	16.8	28.0	23.5	10.2	17.5	29.1	24.6	10.0	17.6	28.9	24.7	9.9

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP03: Selected Economic Characteristics.

Table 20 Continued.

Location	2011-2015				2012-2016			
	Total % in Poverty	% Related Children Under 5 in Poverty	% Related Children Under 18 in Poverty	% Adults 65 or Older in Poverty	Total % in Poverty	% Related Children Under 5 in Poverty	% Related Children Under 18 in Poverty	% Adults 65 or Older in Poverty
Rowan County	18.1	31.0	27.4	10.5	18.0	30.2	27.4	10.5
Davidson County	15.9	25.1	23.1	8.6	16.2	26.3	23.4	8.1
Gaston County	17.4	29.2	25.2	10.3	17.2	28.6	25.3	10.3
State of NC	17.4	28.4	24.4	9.8	16.8	27.3	23.6	9.7

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP03: Selected Economic Characteristics.

Table 21. Five-Year Estimates of Selected Housing Characteristics, 2012-2016.

Location	Total Housing Units No.	Vacant Housing Units No.	Vacant Housing Units %	Occupied Housing Units No.	Occupied Housing Units %	Owner Occupied Units No.	Owner Occupied Units %	Renter Occupied Units No.	Renter Occupied Units %	Mobile Home Units No.	Mobile Home Units %
Rowan County	60,472	9,018	14.9	51,454	85.1	34,713	67.5	16,741	32.5	9,548	15.8
Davidson County	73,053	8,989	12.3	64,064	87.7	45,690	71.3	18,374	28.7	10,919	14.9
Gaston County	90,212	10,308	11.4	79,904	88.6	52,637	65.9	27,267	34.1	9,940	11.0
State of NC	4,453,767	638,375	14.3	3,815,392	85.7	2,471,723	64.8	1,343,669	35.2	590,302	13.3

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics.

Table 22. Characteristics of Renter-Occupied Housing Units, 2008-2016.

Location	2008-2012 Total Units [1]	2008-2012 Units Spending >30% Household Income on Housing #	2008-2012 Units Spending >30% Household Income on Housing %	2008-2012 Median Gross Monthly Rent	2009-2013 Total Units	2009-2013 Units Spending >30% Household Income on Housing #	2009-2013 Units Spending >30% Household Income on Housing %	2009-2013 Median Gross Monthly Rent	2010-2014 Total Units	2010-2014 Units Spending >30% Household Income on Housing #	2010-2014 Units Spending >30% Household Income on Housing %	2010-2014 Median Gross Monthly Rent
Rowan County	13,848	6,661	48.1	$697	13,848	7,019	50.7	$698	14,135	7,142	50.5	$725
Davidson County	15,751	7,090	45.1	$630	15,537	7,303	47.0	$637	15,813	7,191	45.5	$642
Gaston County	22,936	12,176	53.1	$707	23,959	12,718	53.1	$714	23,878	12,995	54.4	$723
State of NC	1,095,577	554,428	50.6	$759	1,125,192	574,369	51.0	$776	1,158,320	590,756	51.0	$790

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics.

Table 22 Continued.

Location	Renter-Occupied Units						
	2011-2015				2012-2016		
	Total Units [1]	Units Spending >30% Household Income on Housing		Median Gross Monthly Rent	Total Units	Units Spending >30% Household Income on Housing		Median Gross Monthly Rent
		#	%			#	%	
Rowan County	14,351	6,884	47.9	$722	14,364	6,621	46.1	$729
Davidson County	16,467	7,605	46.2	$655	16,724	7,664	45.8	$676
Gaston County	24,509	13,234	54.0	$731	25,192	12,834	51.0	$746
State of NC	1,192,173	603,251	50.6	$797	1,219,134	602,043	49.4	$816

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics.

Table 23. Characteristics of Owner-Occupied Housing Units, 2008-2016.

Location	Owner-Occupied Units											
	2008-2012				2009-2013				2010-2014			
	Total Units [1]	Units Spending >30% Household Income on Housing		Median Monthly Mortgage Cost	Total Units	Units Spending >30% Household Income on Housing		Median Monthly Mortgage Cost	Total Units	Units Spending >30% Household Income on Housing		Median Monthly Mortgage Cost
		#	%			#	%			#	%	
Rowan County	22,414	7,183	32.1	$1,105	22,186	7,167	32.3	$1,112	21,526	6,920	32.1	$1,085
Davidson County	30,105	9,477	31.5	$1,154	29,917	9,562	32.0	$1,141	29,505	9,042	30.6	$1,110
Gaston County	35,921	11,546	32.2	$1,174	34,556	11,067	32.0	$1,179	34,298	10,844	31.6	$1,176
State of NC	1,658,483	539,993	13.8	$1,287	1,636,185	523,069	31.9	$1,281	1,617,586	503,743	31.2	$1,272

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics.

Table 23 Continued.

Location	Owner-Occupied Units							
	2011-2015			2012-2016				
	Total Units [1]	Units Spending >30% Household Income on Housing		Median Monthly Mortgage Cost	Total Units	Units Spending >30% Household Income on Housing		Median Monthly Mortgage Cost
		#	%			#	%	
Rowan County	21,449	6,437	30.0	$1,057	20,905	5,972	28.5	$1,054
Davidson County	28,733	8,083	28.2	$1,085	27,535	7,382	26.8	$1,068
Gaston County	33,500	9,653	28.8	$1,151	33,407	9,119	27.3	$1,137
State of NC	1,599,066	475,022	29.8	$1,248	1,589,580	447,141	28.1	$1,243

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table DP04: Selected Housing Characteristics.

Table 24. Five-Year Estimates of Household Characteristics, 2012-2016.

Location	Total No. Households	Average Persons per Household	% Households One-person	% One-person Households ⩾Age 65
Rowan County	51,454	2.61	26.9	11.4
Davidson County	64,064	2.53	25.4	11.2
Gaston County	79,904	2.61	27.4	10.6
State of NC	3,815,392	2.54	28.2	10.3

Source: US Census Bureau, American Community Survey 5-Year Estimates, Table S1101: Households and Families.

Table 25. Point-in-time Counts of Homeless Adults and Children[1], 2013-2017.

Location	2013	2014	2015	2016	2017
Rowan County	149	184	171	115	168
Davidson County	98	101	123	117	143
Gaston County	na	na	na	na	na

Source: NC Coalition to End Homelessness. *Note: 1 - North Carolina Coalition to End Homelessness conducts a count of homeless people in the counties and some municipalities of North Carolina annually each January. Multiple factors can influence how accurate these numbers are, including weather. Counts are therefore lower than the actual number of homeless individuals.*

Table 26. Five-Year Estimates of Single Parent Family Characteristics, 2012-2016.

Location	Total Households in County	Male Householder (no wife present) Family Households					Female Householder (no husband present) Family Households				
		Total Households	with own children < 18		In Owner Occupied Housing Units	In Renter Occupied Housing Units	Total Households	with own children <18		In Owner Occupied Housing Units	In Renter Occupied Housing Units
		Number	Number	Percent	Percent	Percent	Number	Number	Percent	Percent	Percent
Rowan County	51,454	2,531	1,395	55.1	59.0	41.0	7,054	3,952	56.0	45.3	54.7
Davidson County	64,064	3,154	1,687	53.5	54.5	45.5	7,775	3,857	49.6	47.8	52.2
Gaston County	79,904	4,051	1,991	49.1	52.6	47.4	12,023	6,082	50.6	44.4	55.6
State of NC	3,815,392	169,547	85,557	50.5	53.6	46.4	512,019	284,537	55.6	44.9	55.1

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table S1101: Households and Families.

Table 27. Five-Year Estimates of Grandparents Living with Children, 2012-2016.

Location	# Grandparents Living with Own Grandchildren (<18 Years)	Grandparent Responsible for Grandchildren (under 18 years)	
		Number	Percent
Rowan County	3,329	1,875	56.3
Davidson County	3,929	1,686	42.9
Gaston County	5,777	2,400	41.5
State of NC	210,039	96,671	46.0

Source: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table DP02: Selected Social Characteristics in the US.

Table 28. Child Care Facilities in Rowan County, 2017.

Type of Facility	Number
Child Care Centers (41)	
Five-star	27
Four-star	7
Three-star	1
Two-star	0
One-star	2

GS 110-106 (Church-affiliated)	4
Temporary	0
Family Child Care Homes (12)	
Five-star	3
Four-star	4
Three-star	3
Two-star	1
One-star	1

Source: NC Department of Health and Human Services, Division of Child Development, Child Care Facility Search Site.

Table 29. Number of Public, Charter, and Private Schools, 2017.

Location	Public				Charter	Private
	Elementary (PK/K-5)	Middle (6-8)	Secondary (9-12)	Other		
Rowan County	20	7	7	1 (6-12)	1	12
Davidson County	24	9	10	2 (K-12), 1 (6-12)	1	10
Gaston County	30	11	11	1 (K-12), 1 (6-12)	2 (K-12)	8

Source: NC Department of Public Instruction, NC School Report Cards; NC Department of Public Instruction, Office of Charter Schools. Schools: Map and list of charter schools by county; NC Division of Non-Public Education, Private Schools, North Carolina Directory of Non-Public Schools.

Table 30. School Enrollment Trends, School Years 2014-2017.

Location	Number of Students			
	SY2013-14	SY2014-15	SY2015-16	SY2016-17
Rowan County	20,287	20,484	20,261	19,895
Davidson County	20,405	20,067	19,794	19,508
Gaston County	31,059	32,316	32,333	32,371
State of NC	1,493,980	1,498,654	1,493,809	1,486,448

Source: NC Department of Public Instruction, Data and Statistics, Education Data: NC Statistical Profile

Table 31. Educational Degrees Attained and Selected Testing Metrics.

Location	% Population High School Graduate or Higher	% Population Bachelor's Degree or Higher	% 3rd Graders Grade Level Proficient on EOG Reading Test	% 3rd Graders Grade Level Proficient on EOG Math Test	% 8th Graders Grade Level Proficient on EOG Reading Test	% 8th Graders Grade Level Proficient on EOG Math Test	SAT Participation Rate	Average Total SAT Scores
	2012-2016	2012-2016	SY2016-17	SY2016-17	SY2016-17	SY2016-17	SY2016-17	SY2016-17
Rowan County	83.9	17.6	51.0	52.7	38.6	26.1	36%	1,024
Davidson County	82.4	18.2	62.4	68.6	56.8	49.7	41%	1078
Gaston County	83.2	19.8	51.0	51.2	48.7	43.2	46%	1,051
State of NC	86.3	29.0	57.8	63.6	53.7	45.8	44%	1074

Sources: US Census Bureau, 2016 American Community Survey 5-Year Estimates, Table DP02 Selected Social Characteristics, Educational Attainment; NC School Report Cards, District Reports Cards.

Table 32. Annual High School Drop Out Rate, School Years 2013-2017.

Location	Drop-Out Rate				
	SY2012-13	SY2013-14	SY2014-15	SY2015-16	SY2016-17
Rowan County	1.17	1.44	2.52	3.10	3.31
Davidson County	2.25	2.79	2.62	2.27	2.22
Gaston County	1.61	1.84	2.02	2.29	2.21
State of NC	2.45	2.28	2.39	2.29	2.31

Source: NC Department of Public Instruction, Annual Dropout Reports.

Table 33. Annual High School Graduation Rate, School Years 2013-2017.

School System	All Students			Male			Female			Economically Disadvantaged		
	Total	# Grads	% Grads	Total	# Grads	% Grads	Total	# Grads	% Grads	Total	# Grads	% Grads
Rowan County	1,491	1,238	83.0	769	616	80.1	722	622	86.1	720	562	78.1
Davidson County	1,521	1,339	88.0	759	650	85.6	762	689	90.4	511	407	79.6
Gaston County	2,537	2,240	88.3	1,282	1,101	85.9	1,255	1,139	90.8	1,116	974	87.3
State of NC	115,730	100,164	86.5	58,885	49,167	83.5	56,844	50,997	89.7	46,465	38,029	81.8

Source: NC Department of Public Instruction, Cohort Graduation Rate.

Table 34. Annual School Crime Rate, School Years 2013-2017.

Location	SY2012-13		SY2013-14		SY2014-15		SY2015-16		SY2016-17	
	No. Acts	Rate	No. Acts	Rate	No. Acts	Rate	No. Acts	Rate	No. Acts	Rate
Rowan County	127	6.44	142	7.21	110	5.56	178	9.12	138	7.12
Davidson County	144	7.26	140	7.08	135	6.94	169	8.82	114	6.01
Gaston County	109	3.52	147	4.72	127	4.07	117	3.74	113	3.61
State of NC	10,630	7.20	10,132	6.79	10,347	7.20	10,020	6.62	9,834	6.48

Source: NC Department of Public Instruction, Research and Evaluation, Discipline Data, Consolidated Data Reports, Crime & Violence Table.

Table 35. Rowan County School Crime and Violence, by Type of Offense, School Years 2016-2017.

Type of Offense	No. Reportable Acts	
	SY2015-16	SY2016-17
Assault resulting in serious personal injury	0	0
Assault involving use of a weapon	0	0
Assault on school personnel	9	4
Bomb threat	1	0
Burning a school building	0	0
Homicide	0	0
Kidnapping	0	0
Possession of alcohol	16	12
Possession of controlled substance	115	61
Possession of a firearm	4	2
Possession of weapon	32	56
Rape	0	0
Robbery with dangerous weapon	0	0
Sexual assault	1	1
Sexual offense	0	0
Indecent liberties with a minor	0	0
TOTAL	178	138

Source: NC Department of Public Instruction, Research and Evaluation, Discipline Data, Consolidated Data Reports, Crime & Violence Table.

Table 36. Annual School Suspensions and Expulsions, School Years 2013-2017.

School System	SY2012-13			SY2013-14			SY2014-15			SY2015-16			SY2016-17		
	Short-Term Susp.	Long-Term Susp.	Expul.	Short-Term Susp.	Long-Term Susp.	Expul.	Short-Term Susp.	Long-Term Susp.	Expul.	Short-Term Susp.	Long-Term Susp.	Expul.	Short-Term Susp.	Long-Term Susp.	Expul.
Rowan County	3,858	11	0	3,107	7	0	3,552	9	0	4,165	9	0	3,684	1	0
Davidson County	1,927	15	0	1,814	13	0	1,651	23	0	1,613	22	1	1,735	15	1
Gaston County	6,643	31	1	4,579	0	0	6,375	9	0	6,972	13	0	7,398	12	0
State of NC	247,919	1,423	37	198,254	1,088	37	208,650	1,085	42	216,895	1,036	27	208,539	695	18

Source: NC Department of Public Instruction, Research and Evaluation, Discipline Data, Consolidated Data Reports.

Table 37. Index Crime Rates (Violent and Property Crimes), 2012-2016.

Location	Crimes per 100,000 Population														
	2012			2013			2014			2015			2016		
	Index Crime	Viol. Crime	Prop. Crime	Index Crime	Viol. Crime	Prop. Crime	Index Crime	Viol. Crime	Prop. Crime	Index Crime	Viol. Crime	Prop. Crime	Index Crime	Viol. Crime	Prop. Crime
Rowan County	3,466.0	317.5	3,148.5	3,149.7	366.8	2,782.9	2,872.9	376.6	2,496.2	2,743.5	331.0	2,412.5	2,733.4	418.9	2,314.5
Davidson County	2,610.0	184.6	2,425.4	2,399.8	187.4	2,212.4	2,431.4	176.1	2,255.3	2,330.0	166.0	2,164.0	2,264.9	166.0	2,098.9
Gaston County	3,929.3	394.5	3,534.8	3,662.1	407.0	3,255.1	3,277.0	369.1	2,907.9	3,436.7	396.6	3,040.1	3,525.7	473.5	3,052.2
State of NC	3,770.6	358.9	3,411.7	3,506.2	339.5	3,166.6	3,287.2	333.0	2,954.1	3,174.3	356.2	2,818.2	3,154.5	374.9	2,779.7

Source: NC Department of Justice, State Bureau of Investigation, Crime, View Crime Statistics, Crime Statistics (by Year).

Table 38. Index Crime Details for Rowan County, 2012-2016.

Type of Crime	Number of Crimes				
	2012	2013	2014	2015	2016
Violent Crime	**395**	**445**	**481**	**413**	**528**
Murder	3	7	13	8	22
Rape	23	24	35	22	24
Robbery	114	93	86	97	100
Aggravated Assault	255	321	347	286	382
Property Crime	**3,917**	**3,376**	**3,187**	**3,010**	**2,917**
Burglary	1,196	993	913	735	813
Larceny	2,539	2,183	2,104	2,086	1,957
Motor Vehicle Theft	182	200	170	189	147
Total Index Crimes	4,312	3,821	3,668	3,423	3,445

Source: NC State Bureau of Investigation, Crime in North Carolina, North Carolina Crime Statistics, Crime Statistics in Detailed Reports (By Year).

Table 39. Number of Individuals Filing Sexual Assault Complaints (Clients), 2013-2017.

Location	Number of Individuals Filing Complaints (Clients)				
	FY2012-13	FY2013-14	FY2014-15	FY2015-16	FY2016-17
Rowan County	107	132	123	73	73
Davidson County	55	40	42	58	64
Gaston County	696	502	126	186	89
State of NC	12,971	13,736	13,655	10,981	9,453

Source: NC Department of Administration, Council for Women, Statistics, Statewide Statistics by Year.

Table 40. Sexual Assault Details, by Type of Assault, 2017.

Location	Total Assault Clients	Type of Assault												
		Adult Rape		Date Rape		Adult Survivor of Child Sexual Assault		Marital Rape		Child Sexual Offense		Incest		Other	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Rowan County	73	29	39.7	6	8.2	21	28.8	4	5.5	2	2.7	6	8.2	5	6.8
Davidson County	64	3	4.7	1	1.6	0	0.0	4	6.3	10	15.6	0	0.0	46	71.9
Gaston County	89	8	9.0	1	1.1	58	65.2	3	3.4	14	15.7	0	0.0	5	5.6
State of NC	9,453	2,820	29.8	449	4.7	1,279	13.5	548	5.8	2,428	25.7	346	3.7	1,583	16.7

Source: NC Department of Administration, Council for Women, Domestic Violence Commission, Statistics.

Table 41. Sexual Assault Details, by Type of Offender, 2017.

Location	Total Offenders	Type of Offender									
		Relative		Acquaintance		Boy/Girl Friend		Stranger		Unknown	
		No.	%	No.	%	No.	%	No.	%	No.	%
Rowan County	73	28	38.4	19	26.0	11	15.1	11	15.1	4	5.5
Davidson County	64	2	3.1	1	1.6	8	12.5	0	0.0	53	82.8
Gaston County	105	85	81.0	4	3.8	12	11.4	4	3.8	0	0.0
State of NC	9,352	2,954	31.6	2,542	27.2	1,437	15.4	561	6.0	1,858	19.9

Source: NC Department of Administration, Council for Women, Domestic Violence Commission, Statistics.

Table 42. Number of Individuals Filing Domestic Violence Complaints (Clients), 2013-2017.

Location	Number of Individuals Filing Complaints (Clients)				
	FY2012-13	FY2013-14	FY2014-15	FY2015-16	FY2016-17
Rowan County	888	1,147	1,074	623	548
Davidson County	325	197	183	216	596
Gaston County	667	222	204	166	160
State of NC	57,345	55,274	56,664	48,601	51,074

Source: NC Department of Administration, Council for Women, Statistics, Statewide Statistics by Year.

Table 43. Services Received by Domestic Violence Clients, 2017.

Location	Total Domestic Violence Clients	Services Received						
		Total	Information	Advocacy	Referral	Transport	Counseling	Hospital
Rowan County	548	12,426	5,194	1,447	3,810	13	775	4
Davidson County	596	7,590	883	4,396	79	53	702	3
Gaston County	160	12,220	4,705	2,253	1,650	3,069	246	2
State of NC	51,074	507,204	162,152	100,434	80,126	29,588	53,447	1,023

Source: NC Department of Administration, Council for Women, Statistics, County Statistics.

Table 43 Continued.

Location	Services Received						Days Local Shelter was Full
	Court	Job Counseling	Job Training/Job Placement	Financial Services	Health Education	Educational Services	
Rowan County	596	185	119	52	179	52	0
Davidson County	1,413	21	12	14	9	5	119
Gaston County	48	0	6	69	74	98	237
State of NC	51,587	6,010	2,829	7,869	7,140	4,999	8,025

Source: NC Department of Administration, Council for Women, Statistics, County Statistics.

Table 44. Number of Domestic Violence Related Homicides, 2013-2016.

Location	Number of Domestic Violence Related Homicides			
	2013	2014	2015	2016
Rowan County	2	2	1	0
Davidson County	1	3	2	0
Gaston County	1	2	3	4
State of NC	108	111	91	110

Source: NC Department of Justice, Help for Victims, Domestic Violence Victims, Domestic Violence Statistics.

Table 45. Findings of Child Abuse and Neglect and Services Needed, 2012-2017.

Category	2011-2012	2012-2013	2013-2014	2014-15	2015-16	2016-17
Total No. of Findings of Abuse and Neglect	198	89	121	149	124	99
No. Substantiated Findings of Abuse and Neglect	8	1	14	13	8	8
No. Substantiated Findings of Abuse	9	26	11	9	14	11
No. Substantiated Findings of Neglect	181	62	96	127	102	80
Services Needed	186	88	126	152	166	172
Services Recommended	338	563	1453	1527	1108	758
No. Unsubstantiated Findings	891	601	482	586	483	448
Services Not Recommended	671	1166	425	193	671	946

Source: Child Welfare, Reports of Abuse and Neglect section, Investigated Reports of Abuse and Neglect: Type of Finding/Decision.

Section II. Health Outcomes Indicators.

Table 46. County Health Rankings, 2018.

Location	County Rank (Out of 100; 1 = Best)							
	Health Outcomes			Health Factors				
	Length of Life	Quality of Life	Overall Outcomes Rank	Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment	Overall Factors Rank
Rowan County	79	33	62	67	56	62	61	67
Davidson County	64	59	64	45	70	34	73	53
Gaston County	71	58	67	56	37	47	90	52

Source: County Health Rankings and Roadmaps, 2018.

Table 47. County Health Rankings Details, 2018.

Outcome or Determinate	Rowan	Davidson	Gaston	NC County Average	Top US Performers
Mortality (Length of Life)	*79*	*65*	*71*		
Premature death	9,500	8,700	8,900	7,300	5,300
Morbidity (Quality of Life	**33**	**59**	**58**		
Poor or fair health	16%	17%	18%	18%	12%
Poor physical health days	3.6	4	4	3.6	3.0
Poor mental health days	3.9	4.3	4.1	3.9	3.1
Low birthweight	10.0%	10.0%	10.0%	9.0%	6.0%
Health Factors	*67*	*53*	*52*		
Health Behaviors	*67*	*45*	*56*		
Adult smoking	19%	18%	18%	18%	14%
Adult obesity	34%	30%	31%	30%	26%
Food Environment Index	7.0	7.6	6.8	6.4	8.6
Physical inactivity	29%	28%	31%	24%	20%
Access to exercise opportunities	85%	65%	78%	76%	91%
Excessive drinking	17%	18%	16%	17%	13%
Alcohol-impaired driving deaths	26%	33%	31%	31%	13%
Sexually transmitted infections	637.7	453.5	685.5	647.4	145.1
Teen births	35	34	35	29	15
Clinical Care	*56*	*70*	*37*		
Uninsured	14%	13%	13%	13%	6%
Primary care physicians	2400:1	3920:1	1590:1	1420:1	1030:1
Dentists	2410:1	4710:1	1820:1	1830:1	1280:1
Mental health providers	500:1	1160:1	500:1	460:1	330:1
Preventable hospital stays	56	58	50	49	35
Diabetic monitoring	90%	89%	89%	89%	91%
Mammography screening	65.0%	63.0%	65.0%	68.0%	71.0%
Social and Economic Factors	*62*	*34*	*47*		
High school graduation	85%	83%	86%	86%	95%
Some college	54.0%	58.0%	60.0%	66.0%	72.0%
Unemployment	5.5%	4.8%	5.3%	5.1%	3.2%
Children in poverty	26%	22%	23%	22%	12%
Income Equality	4.6	4.2	4.7	4.8	3.7
Children in single-parent households	40%	33%	39%	36%	20%
Social associations	14.8	10.60	14.10	11.50	22.10
Violent crime	346	192	384	342	62
Injury deaths	97	76	82	68	55
Physical Environment	*61*	*73*	*90*		
Air pollution - particulate matter	10	10.2	10.3	9.1	6.7
Drinking water violations	No	No	No		
Severe housing problems	16%	15%	17%	17%	9%
Driving alone to work	83%	85%	86%	81%	72%
Long commute - driving alone	29%	32%	36%	31%	15%

Source: County Health Rankings and Roadmaps, 2018.

Table 48. Pregnancy, Fertility, and Abortion Rates (per 1,000 births) for Women of Childbearing Age (15-44) and Teenagers (15-19), 2016.

Location	Ages 15-44			Ages 15-19		
	Pregnancy Rate	Fertility Rate	Abortion Rate	Pregnancy Rate	Fertility Rate	Abortion Rate
Rowan County Total	75.0	64.8	9.7	32.6	26.4	5.5
White, Non-Hispanic	68.9	62.7	5.9	25.2	21.1	--
African American, Non-Hispanic	82.2	60.3	20.9	46.7	32.0	--
American Indian, Non-Hispanic	--	--	--	--	--	--
Other, Non-Hispanic	93.3	81.6	--	--	--	--
Hispanic	97.1	86.4	9.9	50.6	44.9	--
Davidson County Total	67.0	60.7	6.0	28.7	25.2	--
White, Non-Hispanic	63.1	59.1	3.9	26.8	24.2	--
African American, Non-Hispanic	79.5	59.9	17.7	50.9	38.2	--
American Indian, Non-Hispanic	--	--	--	--	--	--
Other, Non-Hispanic	54.3	46.1	--	--	--	--
Hispanic	88.0	80.8	--	--	--	--
Gaston County Total	69.5	60.6	8.6	28.2	22.8	5.4
White, Non-Hispanic	62.7	57.5	5.2	23.4	20.6	--
African American, Non-Hispanic	80.2	60.9	18.9	35.2	26.2	--
American Indian, Non-Hispanic	--	--	--	--	--	--
Other, Non-Hispanic	58.4	52.4	--	--	--	--
Hispanic	101.9	90.8	9.9	46.0	--	--
State of NC Total	72.2	60.3	11.5	28.1	21.8	6.1
White, Non-Hispanic	63.0	56.1	6.6	19.4	15.5	3.8
African American, Non-Hispanic	79.4	57.4	21.3	38.0	27.5	10.1
American Indian, Non-Hispanic	70.3	60.2	9.7	48.8	43.6	5.3
Other, Non-Hispanic	80.2	69.9	9.9	13.8	9.7	4.1
Hispanic	100.0	87.3	12.2	46.9	39.6	7.2

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC Center for Health Statistics, County-level Data, County Health Data Books, Pregnancy and Live Births.

Table 49. Counts and Rates (per 1,000 births) of Teen Pregnancies, Ages 15-19, 2014-2016.

Location	Number of Pregnancies, Ages 15-19					
	2014		2015		2016	
	No.	Rate	No.	Rate	No.	Rate
Rowan County	179	41.4	170	39.2	141	32.6
Davidson County	184	36.4	162	31.3	148	28.7
Gaston County	225	35.2	214	32.9	187	28.2
State of NC	10328	32.3	9802	30.2	9255	28.1

Source: NC State Center for Health Statistics, North Carolina Health Data Query System, Pregnancy Data.

Table 50. Five-Year Aggregates of High Parity and Short Interval Births, 2012-2016.

Location	High Parity Births				Short Interval Births	
	Mothers < 30		Mothers ≥ 30			
	No.	%	No.	%	No.	%
Rowan County	849	15.5	526	21.7	754	14.0
Davidson County	948	15.8	577	21.6	802	13.6
Gaston County	1,327	15.8	931	22.6	1,187	14
State of NC	51,558	14.2	52,363	22	48,786	12.2

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births.

Table 51. Prenatal Indicators – Maternal Smoking and Prenatal Care, 2016.

Location	Smoked During Pregnancy		Prenatal Care in 1st Trimester	
	No.	%	No.	%
Rowan County	257	15.6	1,028	62.3
Davidson County	278	15.7	1,237	69.8
Gaston County	416	16.5	1,592	63
State of NC	10,776	8.9	83,319	69.0

Source: NC State Center for Health Statistics, Basic Automated Birth Yearbook (BABY Book), 2017.

Table 52. Five-Year Aggregate of Percentage of Low Birth Weight Births by Race/Ethnicity, 2012-2016.

Location	Percent of Low Birth Weight (≤ 2,500 Gram) Births				
	Total	White, Non-Hispanic	Black, Non-Hispanic	Other Non-Hispanic	Hispanic
Rowan County	9.5	8.7	13.7	9.4	7.3
Davidson County	9.4	9.3	13.2	9.6	6.8
Gaston County	9.7	9.2	13.4	11	6.4
State of NC	9.0	7.5	13.9	9.3	6.9

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births.

Table 53. Five-Year Aggregate and Rate (per 1,000 births) of Infant Deaths by Race/Ethnicity, 2012-2016.

Location	Infant Deaths									
	Total		White, Non-Hispanic		Black, Non-Hispanic		Other Non-Hispanic		Hispanic	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	59.0	7.5	36	6.9	20	13.6	0	--	3	--
Davidson County	70	8.1	40	6.1	19	--	1	--	10	--
Gaston County	98	7.8	52	6.0	40	16.6	1	--	5	--
State of NC	4332	7.2	1800.0	5.4	1864.0	13	209	6.2	459	5.1

Note: Missing data indicate fewer than 10 cases and/or unstable rates.

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Pregnancy and Births.

Table 54. Life Expectancy for Persons Born in 2014-2016.

| Location | Life Expectancy (Years) | | | | |
| | Person Born in 2014-2016 | | | | |
	Overall	Male	Female	White	African-American
Rowan County	75.3	72.9	77.7	75.7	73.6
Davidson County	76.4	73.8	78.9	76.6	75.0
Gaston County	75.7	73.1	78.1	75.7	75.1
State of NC	77.4	74.8	79.9	78.3	74.9

Source: NC State Center for Health Statistics, County-level Data, Life Expectancies Reports.

Table 55. Top 10 Leading Causes of Death in Rowan County, Five Year Counts and Rates (per 100,000 population), 2012-2016.

| Rank/Cause of Death | Rowan County | | Davidson County | | Gaston County | | State of NC | |
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
1. Cancer	1,696	194.6	1,915	182.3	2,334	186.7	95,163	166.5
Trachea, Bronchus, and Lung	513	57.5	658	61.2	785	61.1	27,615	47.5
Prostate	63	17.9	66	15.7	64	14.4	4,410	20.1
Breast	94	19.8	127	22.3	122	18.0	6,563	20.9
Colon, Rectum and Anus	146	16.9	152	14.8	207	17.1	7,926	14.0
Pancreas	104	11.8	134	12.4	150	12.1	6,318	11.0
2. Diseases of the Heart	1,561	180.7	1,764	176.9	2,248	188.1	89,393	161.3
3. Chronic Lower Respiratory Disease	535	62.1	645	62.1	877	71.3	25,385	45.6
4. Cerebrovascular Disease	422	49.5	499	51.1	538	45.7	23,514	43.1
5. All Other Unintentional Injuries	336	46.1	314	37.1	452	42.1	16,453	31.9
6. Alzheimer's Disease	307	36.0	370	39.6	564	50.2	16,917	31.9
7. Pneumonia and Influenza	294	34.5	206	21.2	339	28.8	9,707	17.8
8. Diabetes Mellitus	249	28.3	292	28.4	321	25.7	13,042	23.0
9. Nephritis, Nephrotic Syndrome, and Nephrosis	168	19.8	168	16.8	174	14.6	9,046	16.4
10. Septicemia	164	18.9	151	14.8	304	25.3	7,266	13.1

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality.

Table 56. Top 15 Leading Causes of Death in Rowan County, Five Year Counts and Rates (per 100,000 population) by Sex, 2012-2016.

| Cause of Death | Rowan County | | | | Davidson County | | | | Gaston County | | | | State of NC Rate | |
| | Males | | Females | | Males | | Females | | Males | | Females | | | |
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	Males	Females
1. Cancer	892	233.9	804	167.0	1019	218.1	896	154.5	1256	233.3	1078	153.3	205.2	138.9
2. Diseases of the Heart	832	228.8	729	143.0	977	229.9	787	136.1	1212	244.8	1036	145.3	205.7	127.1
3. Chronic Lower Respiratory Disease	248	68.3	287	58.5	302	69.0	343	58.3	396	78.8	481	67.6	51.5	41.8
4. Cerebrovascular Diseases	178	50.3	244	47.8	214	52.0	285	49.7	236	48.6	302	42.6	44.0	41.7

Cause of Death													
5. All Other Unintentional Injuries	190	57.0	146	35.8	185	46.9	129	27.3	268	56.0	184	30.8	41.8	23.2
6. Alzheimer's Disease	88	28.4	219	39.5	99	27.9	271	46.7	155	39.0	409	55.9	25.0	35.6
7. Diabetes Mellitus	151	38.5	98	20.1	160	34.3	132	23.1	159	28.9	162	23.0	27.9	19.1
8. Pneumonia and Influenza	131	39.6	163	32.0	91	22.4	115	20.2	129	27.0	210	28.9	20.4	16.0
9. Nephritis, Nephrotic Syndrome and Nephrosis	89	25.8	79	15.8	92	22.4	76	13.2	71	15.0	103	14.1	19.8	14.1
10. Unintentional Motor Vehicle Injury	102	29.1	37	11.2	104	25.8	47	11.7	109	21.3	63	11.0	20.7	7.9
11. Septicemia	69	18.8	95	19.4	71	15.4	80	14.1	141	28.5	163	23.2	14.3	12.3
12. Suicide	95	27.1	35	9.9	101	24.6	26	6.1	117	22.2	55	9.8	20.3	6.3
13. Chronic Liver Disease and Cirrhosis	80	20.0	31	7.4	87	17.8	35	6.1	114	19.0	51	7.8	14.0	6.9
14. Homicide	36	11.2	19	--	15	--	6	--	50	9.8	12	--	9.9	2.5
15. Acquired Immune Deficiency Syndrome	3	--	4	--	12	--	4	--	21	3.7	10	--	3.3	1.2
Total Deaths All Causes (Some causes are not listed above)	3985	1106	3951	810	4362	1020.3	4298	762	5480	1094.7	5700	813.6	922.1	668.6

Note: Missing data indicate fewer than 10 cases and/or unstable rates.

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality.

Table 57. Top 15 Leading Causes of Death in Rowan County, Five Year Counts and Rates (per 100,000 population), by Race/Ethnicity, 2012-2016.

Cause of Death	Rowan County											
	White, non-Hispanic		African-American, non-Hispanic		American Indian, non-Hispanic		Other Races, non-Hispanic		Hispanic		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
1. Cancer	1,457	198.5	220	197.0	3	--	6	--	10	--	1696	194.6
2. Diseases of the Heart	1,335	182.2	212	199.3	1	--	5	--	8	--	1561	180.7
3. Chronic Lower Respiratory Disease	498	67.9	35	35.8	1	--	0	--	1	--	535	62.1
4. Cerebrovascular Diseases	348	47.8	72	70.8	1	--	0	--	1	--	422	49.5
5. All Other Unintentional Injuries	304	54.0	28	25.9	0	--	0	--	4	--	336	46.1
6. Alzheimer's Disease	283	38.0	22	24.3	0	--	1	--	1	--	307	36.0
7. Diabetes Mellitus	191	26.1	50	44.1	1	--	3	--	4	--	249	28.3
8. Pneumonia and Influenza	265	36.0	28	28.6	0	--	0	--	1	--	294	34.5
9. Nephritis, Nephrotic Syndrome and Nephrosis	128	17.5	37	35.0	1	--	0	--	2	--	168	19.8
10. Unintentional Motor Vehicle Injuries	111	20.9	18	--	0	--	2	--	8	--	139	19.9
11. Septicemia	135	18.5	28	25.1	1	--	0	--	0	--	164	18.9
12. Suicide	125	23.3	3	--	0	--	0	--	2	--	130	18.2
13. Chronic Liver Disease and Cirrhosis	99	14.8	8	--	0	--	0	--	4	--	111	13.3
14. Homicide	21	4.1	30	26.6	0	--	0	--	4	--	55	8.5
15. Acquired Immune Deficiency Syndrome	2	--	5	--	0	--	0	--	0	--	7	--
Total Deaths All Causes (Some causes not listed above)	6,794	961.9	1,047	984.9	13	--	21	--	61	260.2	7,936	942.4

Note: Missing data indicate fewer than 10 cases and/or unstable rates.

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality.

Table 58. Top 3 Leading Causes of Death by Age Group, 2012-2016.

Age Group	Rank	Cause of Death			
		Rowan County	Davidson County	Gaston County	State of NC
0-19	1	Conditions originating in the perinatal period	Conditions originating in the perinatal period	Conditions originating in the perinatal period	Conditions originating in the perinatal period
	2	Congenital anomalies (birth defects)	Motor vehicle injuries	Congenital anomalies (birth defects)	Congenital anomalies (birth defects)
	3	Motor vehicle injuries	Congenital anomalies (birth defects)	Other Unintentional injuries	Motor vehicle injuries
20-39	1	Other Unintentional injuries	Other Unintentional injuries	Other Unintentional injuries	Other Unintentional injuries
	2	Motor vehicle injuries	Motor vehicle injuries	Motor vehicle injuries	Motor vehicle injuries
	3	Suicide	Suicide	Suicide	Suicide
40-64	1	Cancer-All sites	Cancer-All sites	Cancer-All sites	Cancer-All sites
	2	Diseases of the heart	Diseases of the heart	Diseases of the heart	Diseases of the heart
	3	Other Unintentional injuries	Chronic lower respiratory diseases	Chronic lower respiratory diseases	Other Unintentional injuries
65-84	1	Cancer-All sites	Cancer-All sites	Cancer-All sites	Cancer-All sites
	2	Diseases of the heart	Diseases of the heart	Diseases of the heart	Diseases of the heart
	3	Chronic lower respiratory diseases	Chronic lower respiratory diseases	Chronic lower respiratory diseases	Chronic lower respiratory diseases
85+	1	Diseases of the heart	Diseases of the heart	Diseases of the heart	Diseases of the heart
	2	Cancer-All sites	Cancer-All sites	Alzheimer's disease	Cancer-All sites
	3	Alzheimer's disease	Alzheimer's disease	Cancer-All sites	Alzheimer's disease

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality.

Table 59. Five-Year Aggregate of Total Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)																	
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	1457	198.5	220	197	3	--	6	--	10	--	892	233.9	804	167	1696	194.6
Davidson County	1719	183.3	174	206.3	1	--	9	--	12	--	1019	218.1	896	154.5	1915	182.3
Gaston County	2021	190.5	274	193.6	8	--	13	--	18	--	1256	233.3	1078	153.3	2334	186.7
State of NC	72841	165	19500	190.7	880	158.7	848	104.4	1094	72.9	50707	205.2	44456	138.9	95163	166.5

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 60. Five-Year Aggregate of Mortality Rate for Total Cancer and the Five Major Site-Specific Cancers, 2012-2016.

Location	Total Cancer		Female Breast Cancer		Male Breast Cancer		Overall Breast Cancer		Prostate Cancer		Trachea, Bronchus, Lung Cancer		Colon, Rectum, and Anus Cancer		Pancreas Cancer	
	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate
Rowan County	1696	194.6	94	19.8	0	--	94	19.8	63	17.9	513	57.5	146	16.9	104	11.8
Davidson County	1915	182.3	127	22.3	0	--	127	22.3	66	15.7	658	61.2	152	14.8	134	12.4
Gaston County	2334	186.7	122	18	0	--	122	18	64	14.4	785	61.1	207	17.1	150	12.1
State of NC	95163	166.5	6563	20.9	0	--	6563	20.9	4410	20.1	27615	47.5	7926	14	6318	11

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 61. Five-Year Aggregate of Total Cancer Incidence (New Cases per 100,000 Population) and the Four Major Site-Specific Cancers, 2012-2016.

Location	All Cancers		Female Breast Cancer		Prostate Cancer		Lung/Bronchus Cancer		Colon/Rectal Cancer	
	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate
Rowan County	4340	519.4	646	149.0	520	127.0	743	87.1	356	42.2
Davidson County	5055	501.5	840	158.6	579	118.8	850	81.7	434	43.0
Gaston County	6074	502.7	998	153.0	638	110.4	1075	87.5	537	44.9
State of NC	262801	480.4	46420	158.4	32878	125.0	38539	70.0	20407	37.7

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), NC Cancer Incidence Rates per 100,000.

Table 62. Five-Year Aggregate of Lung Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	446	59.8	64	53.4	1	--	1	--	1	--	298	74.6	215	44.1	513	57.5
Davidson County	596	61.9	56	66.7	1	--	2	--	3	--	350	73	308	52.1	658	61.2
Gaston County	704	64.4	74	51.9	2	--	3	--	2	--	447	80.8	338	46.9	785	61.1
State of NC	22,139	49.1	4,838	46.3	289	51.2	181	23.5	168	13.1	15,805	62.1	11,810	36.5	27,615	47.5

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 63. Five-Year Aggregate of Prostate Cancer Mortality, by Race/Ethnicity for Males, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Male Population)											
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Total Male	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	53	17	9	--	0	--	0	--	1	--	63	17.9
Davidson County	52	13.5	14	--	0	--	0	--	0	--	66	15.7
Gaston County	54	13.7	9	--	1	--	0	--	0	--	64	14.4
State of NC	3,050	17.2	1,260	39.1	51	28.5	15	--	34	6.8	4,410	20.1

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 64. Five-Year Aggregate of Breast Cancer Mortality, by Race/Ethnicity for Females, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Feale Population)											
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Total Female	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	76	19.1	17	--	1	--	0	--	0	--	94	19.8
Davidson County	115	22.7	11	--	0	--	0	--	1	--	127	22.3
Gaston County	105	18.5	14	--	2	--	1	--	0	--	122	18
State of NC	4,607	19.4	1,728	28.3	64	20.2	70	13.2	94	9.9	6,563	20.9

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 65. Five-Year Aggregate of Colon, Rectal, Anal Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	125	17.2	19	--	0	--	1	--	1	--	66	17.8	80	16.2	146	16.9
Davidson County	132	14.7	16	--	0	--	2	--	2	--	92	19.4	60	10.6	152	14.8
Gaston County	174	16.9	27	20	0	--	4	--	2	--	100	18.8	107	15.5	207	17.1
State of NC	5,787	13.3	1,918	18.9	74	13.1	67	8	80	5	4,139	16.8	3,787	11.8	7,926	14

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 66. Five-Year Aggregate of Pancreatic Cancer Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	86	11.6	16	--	0	--	1	--	1	--	49	12.3	55	11.2	104	11.8
Davidson County	120	12.4	12	--	0	--	0	--	2	--	76	15.3	58	10.1	134	12.4
Gaston County	125	11.8	23	16.9	0	--	1	--	1	--	76	14.5	74	10.3	150	12.1
State of NC	4,707	10.5	1,422	14.1	63	11.9	54	6.8	72	5.4	3,268	12.9	3,050	9.4	6,318	11

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 67. Five-Year Aggregate of Heart Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	1,335	182.2	212	199.3	1	--	5	--	8	--	832	228.8	729	143.0	1,561	180.7
Davidson County	1,637	183.0	110	145.1	1	--	8	--	8	--	977	229.9	787	136.1	1,764	176.9
Gaston County	1,962	191.7	262	191.3	4	--	7	--	13	--	1,212	244.8	1,036	145.3	2,248	188.1
State of NC	69,179	159.0	18,081	187.1	904	182.0	516	76.0	713	56.6	47,497	205.7	41,896	127.1	89,393	161.3

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 68. Five-Year Aggregate of Cerebrovascular Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	348	47.8	72	70.8	1	--	0	--	1	--	178	50.3	244	47.8	422	49.5
Davidson County	448	50.8	42	55.8	1	--	2	--	6	--	214	52	285	49.7	499	51.1
Gaston County	454	44.9	75	56.9	0	--	4	--	5	--	236	48.6	302	42.6	538	45.7
State of NC	17,635	40.6	5,204	56	181	39.5	227	36.4	267	21.7	9,768	44	13,746	41.7	23,514	43.1

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 69. Five-Year Aggregate of Chronic Lower Respiratory Disease/Chronic Obstructive Pulmonary Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)																	
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	498	67.9	35	35.8	1	--	0	--	1	--	248	68.3	287	58.5	535	62.1
Davidson County	626	66.6	18	--	0	--	0	--	1	--	302	69.0	343	58.3	645	62.1
Gaston County	823	77.9	52	35.1	0	--	0	--	2	--	396	78.8	481	67.6	877	71.3
State of NC	22,361	50.7	2,645	27.6	211	43.8	81	12.5	87	8.6	11,876	51.5	13,509	41.8	25,385	45.6

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 70. Five-Year Aggregate of Diabetes Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)																	
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	191	26.1	50	44.1	1	--	3	--	4	--	151	38.5	98	20.1	249	28.3
Davidson County	249	27.0	40	51.7	0	--	2	--	1	--	160	34.3	132	23.1	292	28.4
Gaston County	251	23.6	66	45.5	0	--	3	--	1	--	159	28.9	162	23.0	321	25.7
State of NC	8,212	18.8	4,334	44.0	232	45.0	102	14.3	162	11.3	6,893	27.9	6,149	19.1	13,042	23.0

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 71. Annual Trends in Diabetes Prevalence, 2012-2014.

Location	Estimated Prevalence, Number and Percent (Age-adjusted, Age 18 and Older)					
	2012		2013		2014	
	No.	%	No.	%	No.	%
Rowan County	12,686	10.9	13,214	11.2	13,628	11.4
Davidson County	14564	10.4	13552	9.5	13916	9.5
Gaston County	22643	13.4	21415	12.4	19858	11.2
State Total	778,716	9.7	--	10.5	--	9.8

Note: Statewide number of cases not available 2013-2014.
Source: Centers for Disease Control and Prevention, Diabetes Data and Trends, County Data and State Data.

Table 72. Five-Year Aggregate of Alzheimer's Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	283	38.0	22	24.3	0	--	1	--	1	--	88	28.4	219	39.5	307	36.0
Davidson County	330	38.7	38	57.7	0	--	0	--	2	--	99	27.9	271	46.7	370	39.6
Gaston County	517	52.2	45	41.6	0	--	0	--	2	--	155	39.0	409	55.9	564	50.2
State of NC	14,181	32.7	2,392	29.6	163	44.6	56	11.7	125	15.1	4,854	25.0	12,063	35.6	16,917	31.9

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 73. Five-Year Aggregate of Pneumonia and Influenza Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	265	36.0	28	28.6	0	--	0	--	1	--	131	39.6	163	32.0	294	34.5
Davidson County	192	21.9	12	--	1	--	1	--	0	--	91	22.4	115	20.2	206	21.2
Gaston County	300	29.4	35	28.8	0	--	3	--	1	--	129	27.0	210	28.9	339	28.8
State of NC	7,888	18.3	1,600	17.1	67	13.3	62	10.8	90	7.3	4,434	20.4	5,273	16.0	9,707	17.8

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 74. Five-Year Aggregate of Septicemia Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)																
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	135	18.5	28	25.1	1	--	0	--	0	--	69	18.8	95	19.4	164	18.9
Davidson County	132	14.5	15	--	0	--	1	--	3	--	71	15.4	80	14.1	151	14.8
Gaston County	263	25.6	37	27.5	0	--	1	--	3	--	141	28.5	163	23.2	304	25.3
State of NC	5,295	12.3	1,799	18.6	60	12.4	43	6.2	69	5.1	3,330	14.3	3,936	12.3	7,266	13.1

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 75. Five-Year Aggregate of Kidney Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)																
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	128	17.5	37	35	1	--	0	--	2	--	89	25.8	79	15.8	168	19.8
Davidson County	142	15.9	24	29.5	0	--	1	--	1	--	92	22.4	76	13.2	168	16.8
Gaston County	138	13.5	32	24.7	0	--	4	--	0	--	71	15.0	103	14.1	174	14.6
State of NC	5,841	13.4	2,941	31	96	19.6	66	10.5	102	8.2	4,480	19.8	4,566	14.1	9,046	16.4

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 76. Five-Year Aggregate of Liver Disease Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	99	14.8	8	--	0	--	0	--	4	--	80	20	31	7.4	111	13.3
Davidson County	112	12.3	9	--	0	--	0	--	1	--	87	17.8	35	6.1	122	11.7
Gaston County	150	14.8	13	--	0	--	0	--	2	--	114	19	51	7.8	165	13.1
State of NC	4,813	11.4	859	7.4	89	14.8	38	3.5	131	6.3	3,805	14	2,125	6.9	5,930	10.3

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 77. Five-Year Aggregate of Unintentional Motor Vehicle Injury Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	111	20.9	18	--	0	--	2	--	8	--	102	29.1	37	11.2	139	19.9
Davidson County	130	19.3	9	--	1	--	1	--	10	--	104	25.8	47	11.7	151	18.8
Gaston County	144	17.0	19	--	0	--	3	--	6	--	109	21.3	63	11.0	172	15.8
State of NC	4,736	14.0	1,672	15.3	164	27.5	82	6.0	471	10.8	5,051	20.7	2,074	7.9	7,125	14.1

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 78. Five-Year Aggregate Trends in Unintentional Motor Vehicle Injury Mortality Rate, 2009-2016.

Location	Rate (Deaths per 100,000 Population)			
	2009-2013	2010-2014	2011-2015	2012-2016
Rowan County	17.0	17.6	18.5	19.9
Davidson County	16.6	17.0	17.8	18.8
Gaston County	11.6	12.3	14.0	15.8
State of NC	13.7	13.5	13.6	14.1

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, Vital Statistics, NC Vital Statistics Volume II: Leading Causes of Death, 2009 through 2016.

Table 79. Five-Year Aggregate of Unintentional Motor Vehicle Injury Mortality, by Age, 2012-2016.

Location	Deaths, Number and Unadjusted Rate (Deaths per 100,000 Population)							
	All Ages		0-19		20-39		40-64	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	139	19.9	17	9.7	43	25.6	54	22.8
Davidson County	151	18.4	21	10.3	53	28.9	47	15.9
Gaston County	172	15.8	9	3.3	63	24.3	68	18.3
State of NC	7,125	14.1	778	6.1	2,470	18.8	2,551	15.5

Source: NC State Center for Health Statistics, Vital Statistics, NC Vital Statistics Volume II: Leading Causes of Death, 2009 through 2016.

Table 80. Annual Trend in Number and Percentage of All Alcohol Related Motor Vehicle Crashes, 2012-2016.

Location	2012		2013		2014		2015		2016	
	No.	% of Total Crashes	No.	% of Total Crashes	No.	% of Total Crashes	No.	% of Total Crashes	No.	% of Total Crashes
Rowan County	141	5.2	142	5.2	135	4.8	162	4.9	150	4.3
Davidson County	173	5.8	165	5.3	142	4.5	196	5.4	182	5.0
Gaston County	236	5.4	197	4.3	225	4.8	271	4.8	253	4.2
State of NC	11,274	5.3	10,802	4.9	10,831	4.8	11,529	4.6	11,289	4.2

Source: UNC Highway Safety Research Center, NC Governor's Highway Safety Program, NC Division of Motor Vehicles: North Carolina Crash Data, Reportable Crashes on Publicly Maintained Roads, Year and Crash, Alcohol Involvement, 2013-2017.

Table 81. Annual Trend in Fatal Alcohol Related Motor Vehicle Crashes, 2012-2016.

Location	2012		2013		2014		2015		2016	
	No.	% of Total Crashes	No.	% of Total Crashes	No.	% of Total Crashes	No.	% of Total Crashes	No.	% of Total Crashes
Rowan County	8	32.0	3	15.0	3	13.0	6	25.0	5	27.8
Davidson County	11	34.4	4	14.3	6	27.3	9	37.5	7	21.9
Gaston County	10	50.0	2	8.7	7	24.1	10	26.3	9	31.0
State of NC	402	33.8	324	28.0	344	29.1	372	29.2	376	28.1

Source: UNC Highway Safety Research Center, NC Governor's Highway Safety Program, NC Division of Motor Vehicles: North Carolina Crash Data, Reportable Crashes on Publicly Maintained Roads, Year and Crash, Alcohol Involvement, 2013-2017.

Table 82. Five-Year Aggregate of Other Unintentional Injury Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	304	54.0	28	25.9	0	--	0	--	4	--	190	57.0	146	35.8	336	46.1
Davidson County	295	41.7	13	--	0	--	0	--	6	--	185	46.9	129	27.3	314	37.1
Gaston County	423	50.3	25	16.4	1	--	1	--	2	--	268	56.0	184	30.8	452	42.1
State of NC	13,553	37.3	2,237	21.8	221	40.8	120	13.7	322	11.8	9,681	41.8	6,772	23.2	16,453	31.9

Notes: Other Unintentional Injury excludes motor vehicle crashes but includes unintentional poisonings; Missing data indicate fewer than 10 cases and/or unstable rates.

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 83. Five-Year Aggregate of Unintentional Poisoning Mortality, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)	
	No.	Rate
Rowan County	151	23.7
Davidson County	157	20.2
Gaston County	229	22.4
State of NC	6,697	13.7

Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Age-Adjusted Death Rates by County.

Table 84. Three-Year Aggregates of Opiate Poisoning Mortality Counts and Rates (per 100,000 population), 2000-2016.

3-yr Period	Rowan County		Davidson County		Gaston County		State of NC	
	No.	3yr Avg. Rate	No.	3yr Avg. Rate	No.	3yr Avg. Rate	No.	3yr Avg. Rate
2000-2002	18	7.59	9	4.24	22	10.65	393	4.01
2001-2003	8	7.83	12	5.52	21	11.89	486	4.83
2002-2004	23	12.40	17	8.33	28	12.44	564	5.70
2002-2005	20	12.95	16	9.81	25	12.94	642	6.59
2004-2006	16	14.95	20	11.47	31	14.56	691	7.26
2005-2007	18	13.57	16	11.17	41	16.51	749	7.80
2006-2008	27	15.08	25	12.92	24	16.11	836	8.34
2007-2009	28	17.83	15	11.73	39	17.14	834	8.70
2008-2010	16	17.22	12	10.78	35	15.93	752	8.57
2009-2011	29	17.62	20	9.63	26	16.17	773	8.23
2010-2012	23	16.40	15	9.59	38	15.92	792	7.99
2011-2013	15	16.16	24	12.01	35	15.83	790	8.04
2012-2014	23	14.67	28	13.62	34	17.03	913	8.44
2013-2015	29	16.02	19	14.40	30	15.66	1,110	9.42
2014-2016	36	20.92	33	16.14	57	18.91	1,518	11.73

Source: NC Division of Public Health Injury and Violence Prevention Branch, All Intents Opiate Poisoning Deaths by County: NC Residents, 1999-2016.

Table 85. Quarterly Count of Naloxone Reversals by EMS in Rowan County, 2010-2016.

Quarter	Count of Naloxone Reversals by EMS, by Year						
	2010	2011	2012	2013	2014	2015	2016
Q1	30	36	48	26	26	12	36
Q2	37	41	38	27	36	21	29
Q3	46	53	47	21	29	17	44
Q4	45	54	39	19	35	21	39
Annual Total	158	184	172	93	126	71	148

Source: NC Division of Public Health Injury and Violence Prevention Branch, NC Opioid Action Plan Dashboard.

Table 86. Five-Year Aggregate of Suicide Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	125	23.3	3	--	0	--	0	--	2	--	95	27.1	35	9.9	130	18.2
Davidson County	120	17	2	--	0	--	1	--	4	--	101	24.6	26	6.1	127	14.9
Gaston County	159	18.5	9	--	0	--	1	--	3	--	117	22.2	55	9.8	172	15.6
State of NC	5,799	16.6	544	5	67	11.5	111	8.2	158	4.2	5,000	20.3	1,679	6.3	6,679	12.9

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 87. Five-Year Aggregate of Homicide Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	21	4.1	30	26.6	0	--	0	--	4	--	36	11.2	19	--	55	8.5
Davidson County	12	--	7	--	0	--	1	--	1	--	15	--	6	--	21	2.7
Gaston County	34	4.1	25	14.8	0	--	1	--	2	--	50	9.8	12	--	62	6
State of NC	989	3.1	1,696	15.3	99	16.7	47	3.3	171	3.8	2,374	9.9	628	2.5	3,002	6.2

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 88. Annual Number and Rates of Incident HIV Diagnoses (per 100,000 population), by County of First Diagnosis, 2012-2016.

Location	HIV Cases by County of First Diagnosis										Total No. Cases (2016)
	2012		2013		2014		2015		2016		
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	
Rowan County	8	6.9	5	4.3	12	10.3	11	9.4	20	17.0	326
Davidson County	8	5.8	13	9.4	9	6.5	10	7.2	11	7.9	301
Gaston County	26	15.0	27	15.4	19	10.8	29	16.2	19	10.4	683
State of NC	1,256	15.5	1,309	16.0	1,315	15.8	1,334	15.9	1,399	16.4	34,187

Note: HIV Disease includes all newly diagnosed HIV infected individuals by the date of first diagnosis regardless of status (HIV or AIDS)
Source: NC Division of Public Health, Epidemiology Section, Communicable Disease Branch Annual Reports: North Carolina 2016 HIV/STD Surveillance Report

Table 89. Five-Year Aggregate of AIDS Mortality, by Race/Ethnicity and Sex, 2012-2016.

Location	Deaths, Number and Rate (Deaths per 100,000 Population)															
	White, Non-Hispanic		African American, Non-Hispanic		American Indian, Non-Hispanic		Other Races, Non-Hispanic		Hispanic		Male		Female		Overall	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	2	--	5	--	0	--	0	--	0	--	3	--	4	--	7	--
Davidson County	8	--	8	--	0	--	0	--	0	--	12	--	4	--	16	--
Gaston County	9	--	21	12.2	0	--	0	--	1	--	21	3.7	10	--	31	2.6
State of NC	295	0.8	840	7.5	10	--	4	--	34	1.1	864	3.3	319	1.2	1,183	2.2

Note: Missing data indicate fewer than 10 cases and/or unstable rates.
Source: NC State Center for Health Statistics, County-level Data, County Health Data Book (2018), Mortality, 2012-2016 Race/Ethnicity-Specific and Sex-Specific Age-Adjusted Death Rates by County.

Table 90. Annual Trends in Chlamydia Incidence, 2012-2016.

Location	Incidence, All Ages, Number and Rate (New cases per 100,000 population)									
	2012		2013		2014		2015		2016	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	670	486.1	704	509.7	739	533.4	760	546.7	735	525.3
Davidson County	522	319.3	527	321.9	503	306.8	638	388.6	681	412.9
Gaston County	1078	518.0	1081	516.3	1167	533.3	1154	540.9	1279	589.5
State of NC	49,478	507.7	49,220	500.1	49,956	502.9	54,384	541.9	58,078	572.4

Source: NC Division of Public Health, Epidemiology Section, Communicable Disease Branch Annual Reports: North Carolina 2016 HIV/STD Surveillance Report

Table 91. Annual Trends in Gonorrhea Incidence, 2012-2016.

Location	Incidence, All Ages, Number and Rate (New cases per 100,000 population)									
	2012		2013		2014		2015		2016	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate	No.	Rate
Rowan County	200	145.1	244	176.7	223	160.9	169	121.6	203	145.1
Davidson County	108	66.1	145	88.6	133	81.1	251	152.9	286	173.4
Gaston County	242	116.3	305	145.7	282	133.7	299	140.1	476	219.4
State of NC	13,740	141.0	14,114	143.4	14,970	150.7	17,049	169.9	19,724	194.4

Source: NC Division of Public Health, Epidemiology Section, Communicable Disease Branch Annual Reports: North Carolina 2016 HIV/STD Surveillance Report

Table 92. Annual Trends in Adult Obesity Prevalence, 2014-2018.

Location	Estimated Prevalence Percent of Adults (Age-adjusted, Age 18 or Older)				
	2014	2015	2016	2017	2018
Rowan County	33	34	34	33	34
Davidson County	29	30	30	31	30
Gaston County	27	31	34	33	31
State of NC	29	29	29	30	30

Source: County Health Rankings and Roadmaps, 2014-2018.

Table 93. BMI Classification for Salisbury Pediatrics Patients Aged 0-18, August 2017 – August 2018.

BMI Classification	Ages 0-18		Ages 14-18	
	No.	%	No.	%
Underweight	163	2.0%	28	1.3%
Normal	4,898	58.9%	1,068	50.0%
Overweight	1,382	16.6%	435	20.4%
Obese	1,866	22.5%	606	28.4%
Total	8,309	--	2,137	--

Note: Counts and percentages represent children with a coded BMI classification seen at Salisbury Pediatrics.
Source: Salisbury Pediatrics, 8/1/2017 – 8/2/2018.

Table 94. Annual Counts of Persons Served by Local Management Entity-Managed Care Organizations, 2014-2017.

Location	Number of Persons Served			
	2014	2015	2016	2017
Rowan County	3,227	3,169	3,554	3,501
Davidson County	2,884	2,952	3,300	3,188
Gaston County	7,771	10,320	11,817	13,137
State of NC	316,863	337,161	347,060	321,511

Source: Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in Area Mental Health Programs.

Table 95. Annual Counts of Persons Served by State Psychiatric Hospitals, 2014-2017.

Location	Number of Persons Served			
	2014	2015	2016	2017
Rowan County	40	35	29	23
Davidson County	32	22	23	21
Gaston County	19	25	33	36
State of NC	3,529	3,276	3,039	3,083

Source: Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in State Psychiatric Hospitals.

Table 96. Annual Counts of Persons Served by State Mental Health Development Centers, 2014-2016.

Location	Number of Persons Served		
	2014	2015	2016
Rowan County	13	11	11
Davidson County	10	10	6
Gaston County	35	35	33
State of NC	1,282	1,245	1,160

Source: Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in State Mental Health Development Centers.

Table 97. Annual Counts of Persons Served by State Alcohol and Drug Treatment Centers, 2014-2016.

Location	Number of Persons Served		
	2014	2015	2016
Rowan County	7	2	3
Davidson County	5	0	5
Gaston County	41	27	29
State of NC	4,049	3,698	3,505

Source: Log Into North Carolina (LINC) Database, Topic Group Vital Statistics and Health: Persons Served in NC Alcohol and Drug Treatment Centers.

Table 98. Annual Number of Emergency Department Visits to County Facilities, Fiscal Years 2011-2014.

Location	Hospital	2011	2012	2013	2014
Rowan County	Novant Health Rowan Medical Center	50,040	44,192	41,040	39,961
Davidson County	Lexington Medical Center	30,317	33,237	31,657	32,641
	Novant Health Thomasville Medical Center	32,100	32,739	32,605	30,696
Gaston County	CaroMont Regional Medical Center	86,431	83,859	79,873	74,592
State of NC	Summary of all Hospitals	3,707,498	3,899,941	4,069,697	4,141,184

Source: UNC Cecil G. Sheps Center for Health Services Research, FY201-2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital.

Table 99. Annual Number of Emergency Department Visits to County Facilities, by Race, Fiscal Year 2014.

Location	Hospital	Race											
		Caucasian		African American		American Indian		Asian/Pacific Islander		Other Race		Unavailable	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Rowan County	Novant Health Rowan Medical Center	24,518	61.4	13,557	33.9	203	0.5	111	0.3	1,179	3.0	393	1.0
Davidson County	Lexington Medical Center	25,165	77.1	5,115	15.7	257	0.8	352	1.1	1,374	4.2	378	1.2
	Novant Health Thomasville Medical Center	24,743	80.6	4,660	15.2	61	0.2	87	0.3	599	2.0	546	1.8
Gaston County	Caromont Regional Medical Center	53,104	71.2	17,477	23.4	125	0.2	128	0.2	3,297	4.4	461	0.6
State of NC	Summary of all Hospitals	2,314,822	55.9	1,449,692	35.0	74,908	1.8	32,526	0.8	230,724	5.6	38,512	0.9

Source: UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital.

Table 100. Annual Number of Emergency Department Visits to County Facilities, by Ethnicity, Fiscal Year 2014.

Location	Hospital	Ethnicity					
		Hispanic		Non-Hispanic		Unknown	
		No.	%	No.	%	Number	%
Rowan County	Novant Health Rowan Medical Center	1,523	3.8	38,230	95.7	208.0	0.5
Davidson County	Lexington Medical Center	1,371	4.2	30,851	94.5	419.0	1.3
	Novant Health Thomasville Medical Center	1,214	4.0	29,430	95.9	52.0	0.2
Gaston County	CaroMont Regional Medical Center	2,211	3.0	70,752	94.9	1,629.0	2.2
State of NC	Summary of all Hospitals	237,937	5.7	3,820,397	92.3	82,850.0	2.0

Source: UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital.

Table 101. Annual Number of Emergency Department Visits to County Facilities, by Age, Fiscal Year 2014.

Location	Hospital	Age (Years)											
		Less than 1 year		1-17 years		18-44 years		45-64 years		65-84 years		85 or more years	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Rowan County	Novant Health Rowan Medical Center	1,446	3.6	5,781	14.5	18,967	47.5	9,003	22.5	3,798	9.5	966	2.4
Davidson County	Lexington Medical Center	1,241	3.8	4,934	15.1	15,014	46.0	7,173	22.0	3,567	10.9	712	2.2
	Novant Health Thomasville Medical Center	1,072	3.5	4,355	14.2	15,152	49.4	6,819	22.2	2,760	9.0	538	1.8
Gaston County	CaroMont Regional Medical Center	2,588	3.5	9,041	12.1	35,658	47.8	17,659	23.7	7,917	10.6	1,729	2.3
State of NC	Summary of all Hospitals	179,673	4.3	629,200	15.2	1,850,786	44.7	934,578	22.6	449,052	10.8	97,895	2.4

Source: UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital.

Table 102. Annual Number of Emergency Department Visits to County Facilities, by Payer, Fiscal Year 2014.

Location	Hospital	Payer													
		Commercial/HMO		Medicaid		Medicare		Other government		Uninsured		Other		Unknown	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Rowan County	Novant Health Rowan Medical Center	10,491	26.3	13,009	32.6	5,123	12.8	607	1.5	10,521	26.3	210	0.5	n/a	n/a
Davidson County	Lexington Medical Center	11,044	33.8	10,850	33.2	1,067	3.3	558	1.7	8,722	26.7	400	1.2	n/a	n/a
	Novant Health Thomasville Medical Center	8,732	28.4	10,114	32.9	2,803	9.1	467	1.5	8,521	27.8	59	0.2	n/a	n/a
Gaston County	CaroMont Regional Medical Center	17,959	24.1	22,080	29.6	11,101	14.9	1,565	2.1	18,679	25.0	2,482	3.3	726	1.0
State of NC	Summary of all Hospitals	1,130,713	27.3	1,151,676	27.8	657,927	15.9	128,259	3.1	1,017,485	24.6	48,724	1.2	6,400	0.2

Source: UNC Cecil G. Sheps Center for Health Services Research, FY2014 Emergency Room Visits, NC Emergency Department Patient Characteristics by Hospital.

D – Action Plans

Substance Use

Addiction to drugs or alcohol is a chronic health condition, and those who suffer from it are at risk for early death, certain diseases, injury and disability. Misuse of prescription painkillers and use of heroin and opiates have increased dramatically nationwide, including in North Carolina and in Rowan County. Substance abuse can contribute to family instability, loss of employment, child neglect, poverty, involvement in the criminal justice system and violence.

Objective: To increase access to education, harm reduction, crisis intervention, and long-term treatment to effectively reduce substance-use related mortality, disease burden and harm.

Current Conditions

The widespread availability of drugs (over-prescription) and relative low expense with new synthetic substances becoming available.

85% of the children that were taken into RCDSS custody in 2018 have had parental substance use as a contributory factor.

The impact of opioid crisis is felt on all age levels.

Police and first responders could be better equipped to provide referral services to preventative care and treatment.

Rowan County lacks a detox center and a long-term treatment center, and there are insufficient low-cost or no-cost treatment centers.

Environmental factor of I-85 corridor through which heroin and opioids are trafficked.

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Measures of Progress	Proposed Action Plans
Number of Emergency Department (ED) visits coded with overdose (OD)	Develop a Quick Response Team (QRT) including a social worker, police officer, and peer specialist.
Percentage of children in custody for a substance use related reason	Develop prevention and education programs that are trauma-informed for all age groups.
EMS administration of Naloxone	Increase harms-reduction programs including syringe exchange programs and naloxone distribution.
Drug-induced deaths/opiate-poisoning mortality rate	Establish a live information map of overdoses to target place-based reduction efforts.
Percentage of friends or relatives with known substance use disorder seeking treatment	Establish a detox and long-term treatment center in Rowan County.
Number of low-cost or no-cost addiction and counseling service providers	Increase the number of addiction treatment and counseling service providers that provide low-cost or no-cost.

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Healthy Lifestyle Behaviors

Chronic diseases are among the most common, costly and preventable health problems in the United States. Lifestyle risk factors include nutrition, physical activity, tobacco use and excessive alcohol consumption. Sufficient nutrition is important to human growth and development. However, excessive calorie intake can lead to obesity, which increases the risk of developing health conditions like type 2 diabetes, high blood pressure, heart disease, kidney disease and stroke. Increased physical activity helps reduce the risk of disease and contributes to mental well-being. Smoking is the leading cause of preventable death in the United States.

Objective: To promote an environment that ensures the availability of healthy and nutritious food to people of all ages, encourages residents to participate in physical activity, and reduces the use of cigarettes, JUULs, and other tobacco products to reduce the burden of chronic diseases on Rowan County.

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Current Conditions

Obesity rates are high and directly associated with causes of mortality, but prevention is less expensive than treatment.

Prevalence of chronic diseases, specifically diabetes, is high.

Food insecurity is an issue in our county, and food deserts exist in certain areas.

Many families do not know how to shop for health food and/or prepare healthy food.

Convenience and cost are barriers to healthy eating.

The use of medication sometimes facilitates poor lifestyle habits—the protective effects of a given medication may result in the continuation of unhealthy eating or lack of exercise.

Employers are not focused on employee health and very few workplace wellness programs exist.

Measures of Progress

The percentage of children, high-school students, and adults who are neither overweight nor obese.

The cardiovascular disease mortality rate (per 100,000 population).

Rates of chronic diseases, including type 2 diabetes, high blood pressure, kidney disease and stroke.

The percentage of adults who are current smokers.

Number of children and adolescents using JUULs in schools.

Number of food deserts in Rowan County.

Daily physical exercise for children and adults.

Proposed Action Plans

Community-wide programs to target uninsured, high poverty areas with no/low cost options for food and recreation for all age groups.

Target behaviors through employee wellness program: hands-on cooking classes, parenting classes and "Exercise is Medicine."

Community-wide implementation of health lifestyle "clubs" that are organized, supported, tracked groups who support themselves with following organized activities like exercise, healthy food shares, food preparation and coaching.

Advocate/implement policies to create a smoke-free county.

Promote anti-vape/anti-smoking campaign in schools.

Establish community gardens, promote farmers markets, advocate for healthy food in corner stores, and seek grants to address food insecurity.

Increase number of sidewalk connections, bike lanes, and improve greenway access.

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Mental Health

Mental health includes emotional, psychological, and social well-being, and is an important part of our lives. It affects how we function, what choices we make and how we interact with others. Mental health and mental illness are related, yet distinct. A person could be experiencing a poor mental health day, where they feel sad or anxious, but not have a mental illness. Mental health can change over time, and at different points in a person's life. Chronic mental illness, especially depression, can put someone at heightened risk for stroke, type 2 diabetes, and heart disease.

Objective: To increase the availability, accessibility, and coordination of mental health services to improve the mental health and wellbeing of county residents and reduce suicide mortality.

Current Conditions

Awareness of mental health needs is rising and stigma is decreasing, BUT stigma is still present.

Insufficient supply of therapists, long-term and emergency mental health services in Rowan County.

Adverse childhood experiences (ACEs) contributing to mental health needs as substance abuse and mental health issues of parents' impact children.

Need for prison-related mental health services and active treatment in jail for the incarcerated population.

Stigma and discrimination, specifically against LGBTQ populations, contributing to mental health needs.

Providers are limited in their understanding of available referrals.

2018 Rowan County Health and Human Service Needs Assessment

Measures of Progress

Proposed Action Plans

The suicide rate (per 100,000 population).

→ Explore the possibility of an anti-stigma campaign to increase awareness and likelihood to seek treatment.

Average number of poor mental health days among adults in the last 30 days.

→ Expand free and low-cost services through exploring grant-funded or faith-based services.

The rate of mental-health related visits to the emergency department (per 10,000 thousand).

→ Establish a Quick Response Team (QRT) including a social worker, police officer, and peer specialist.

Number of court-ordered step-down programs for mental health services with goal to reduce recidivism in incarcerated population.

→ Initiate a step-down program, 60-90 days out of jail, to help inmates transition back into the community by teaching health care navigation, independent living skills and other related skills.

→ Explore the Project Re-Entry model for possible expansion in Rowan County.

Number of referrals between agencies for mental health services.

→ Create a provider collaborative to increase awareness of programs and facilitate referrals between agencies.

→ Expand agencies involved in mental health work to the school system, prison administration and law enforcement.

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