

Mobilizing Action Toward Community Health – MATCH

www.countyhealthrankings.org

Background

MATCH ranks counties based on assumed health determinants such as the level of poverty and health threatening behaviors of the population. MATCH infers that these determinants result in higher levels of illness and death, but provides only a very limited profile of measured health outcomes. MATCH is a static ranking based on a calculation involving fixed weights assigned to each indicator. The MATCH rankings are intended to “encourage communities to conduct more in-depth analyses using whatever additional detailed data sets are available,” not as a definitive measure of relative health status by itself.

Overview

- Ranks each county in each state (healthiest to unhealthiest) with a vision of “Mobilizing Action Toward Community Health” (MATCH)
- Joint project of University of Wisconsin Population Institute and the Robert Wood Johnson Foundation
- Each county was given a ranking based on broad measures of health risk behaviors, outcomes, and associated health determinants compared to that of other counties
- Information can be used at the local level as a call to action
- Not to be used as measure of Local Health Department effectiveness as MATCH rankings reflect broad-based community health indicators
- Draws attention to all the factors that affect community health
- MATCH rankings are based on health factors (things that may change over time or mitigating factors of health outcomes) and health outcomes (standard measures that do not change over time)
- Information can be used as a parallel activity to support first four elements of 10 essential public health services (monitor, diagnose and investigate, inform and educate, and mobilize) which are part of requirements for accreditation of local health departments
- The NC CATCH (Comprehensive Assessment for Tracking Community Health) system, along with the State Center for Health Statistics, provides a wide array of demographic and community health data, as well as comparisons with peer counties and the state, which can depict additional detailed data on areas and measures presented in MATCH

ARHS – The MATCH Perspective

Albemarle Regional Health Services, local governments, and community health partners strive daily to evaluate various indicators of health, and how those indicators impact one another. This evaluation provides the impetus for program development, community partnerships, grant applications, and community outreach. The indicators presented by MATCH will enhance community health to create more positive health outcomes including community program development and individual behavior change.

This data, along with other secondary data sources, will be helpful as the Albemarle region continues the 2010 Community Health Assessment (CHA) process. Community members gain an understanding of the health, concerns, and health care systems of the community by identifying, collecting, analyzing, and disseminating information related to community assets, strengths, resources, and needs. Regional partners including community members are empowered by this information along with primary data and stakeholder interviews to formulate health priorities through Preventive Action Plans.

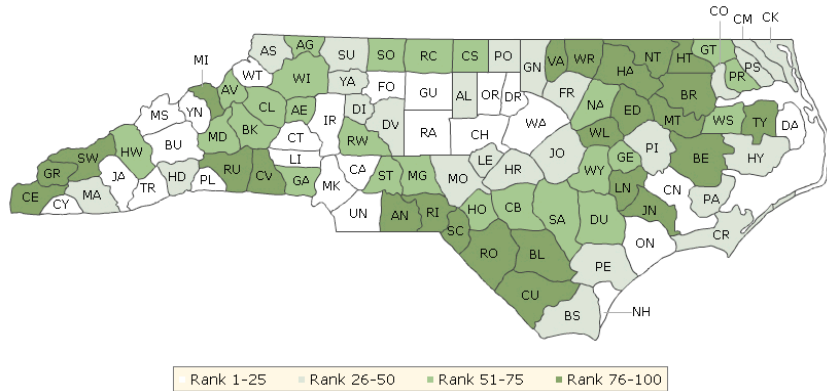
The CHA health opinion survey with community members will be held March 15 through March 23. Geographical Information System (GIS) technology will be used by the CHA teams to complete this primary data collection.

Integral Partners – Striving Daily to Meet Community Health Needs

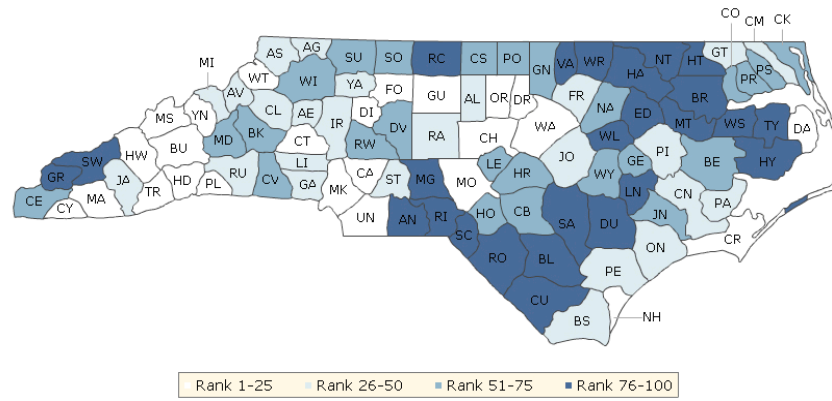
*~County Government ~Town/City Government ~Albemarle Health/Albemarle Hospital Foundation ~Albemarle LifeQuest
~Bertie Memorial Hospital/Bertie Memorial Development Council ~University Health Systems
~Chowan Hospital/Chowan Regional Hospital Foundation ~ARHS Board of Health ~Community Members
~Healthy Carolinians of the Albemarle ~Gates Partners for Health ~Three Rivers Healthy Carolinians
~Regional School Systems ~Albemarle Smart Start Partnership for Children ~Chowan-Perquimans Partnership for Children
~Cooperative Extension Agencies ~Community Care Clinics ~Parks and Recreation Departments ~Faith-Based Community
~College of the Albemarle ~Elizabeth City State University ~Mid-Atlantic Christian University*

MATCH – North Carolina Counties At A Glance:

Health Outcomes:



Health Factors:



Summary of Rank by County and Category:

Summary		Secondary - Health Outcomes		Secondary - Health Factors				
County	Health Outcomes	Health Factors	Mortality	Morbidity	Health Behaviors	Clinical Care	Socioeconomic Factors	Physical Environment
Bertie	99	89	97	99	89	46	89	64
Camden	30	38	10	61	52	98	7	81
Chowan	50	69	47	56	63	21	84	23
Currituck	40	51	23	65	88	97	3	89
Gates	66	47	45	80	23	90	46	88
Pasquotank	28	66	17	47	83	41	68	26
Perquimans	75	72	70	78	70	84	64	39
Indicators	Based on Morbidity & Mortality Summary	Based on Health Behaviors, Clinical Care, Socioeconomic Factors, and Physical Environment Summary	Premature death (Years of Potential Life lost)	Self-reported health status; Poor physical health days; Poor mental health days; Low birth weight	Tobacco - Adult Smoking; Diet & Exercise - Adult Obesity; Alcohol Use - Binge Drinking & Motor vehicle death rate; High Risk Sexual Behavior - Teen Births & Chlamydia Rate	Access to Care - Uninsured Adults & Primary Care Providers; Quality of Care - Preventable Hospital Stays, Diabetic Screening & Hospice Use	Education - High school graduation & College graduates; Employment - Unemployment rate; Income - Children in Poverty & income inequality; Family & Social Support - Social/ emotional support & Single-parent households; Community Safety - Violent crime	Air Quality - Unhealthy air due to ozone & Unhealthy air due to particulate matter; Built Environment - Access to healthy foods & Liquor stores
	Color Legend:	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile	Source: University of Wisconsin Population Health Institute. County Health Rankings, 2010		

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County Health Rankings

Mobilizing Action Toward Community Health

Health Outcomes



Health outcomes in the *County Health Rankings* represent how healthy a county is. We measure two types of health outcomes: how long people live (mortality) and how healthy people feel while alive (morbidity).

Mortality

We examine mortality (or death) data to find out how long people live. More specifically, we measure what are known as premature deaths (deaths before age 75).

Morbidity

Morbidity is the term that refers to how healthy people feel while alive. Specifically, we report on the measures of their health-related quality of life (their overall health, their physical health, their mental health) and we also look at birth outcomes (in this case, babies born with a low birthweight).

Health Factors

Health factors in the *County Health Rankings* represent what influences the health of a county. We measure four types of health factors: health behaviors, clinical care, social and economic, and physical environment factors. In turn, each of these factors is based on several measures. A fifth set of factors that influence health (genetics and biology) is not included in the *Rankings*.

Health Behaviors

- Tobacco Use
- Diet and Exercise
- Unsafe Sex
- Alcohol Use

Social and Economic Factors

- Education
- Employment
- Income
- Family and Social Support
- Community Safety

Clinical Care

- Access to Care
- Quality of Care

Physical Environment

- Environmental Quality
- Built Environment

Take Action

Working together to improve your community's health involves a cycle of activities: assessing needs and resources, picking priorities, finding programs and policies that work, implementing strategies, and evaluating efforts. Depending on the progress your community has already made, you can enter this cycle at any point. In addition, depending on the role you play, additional resources are available to help you take action.



ACCOMPLISHING IMPROVED HEALTH OUTCOMES WITH OUR COMMUNITIES IN THE ALBEMARLE REGION: *

Pasquotank Community Health Partners

Healthy Carolinians of the Albemarle	Albemarle Regional Health Services
Albemarle Health	Albemarle Commission
Albemarle Hospital Foundation	Elizabeth City-Pasquotank Parks and Recreation
Local Government, County and City of Elizabeth City	HWTFC Youth Tobacco program
Community Care Clinic	<u>The Daily Advance</u>
Albemarle Smart Start Partnership	Department of Social Services
Pasquotank Senior Center	Lay Health Leaders
Pasquotank Cooperative Extension and 4-H	Businesses and Industries
Albemarle Pediatric Asthma Coalition	LaCasa Outreach Center
Elizabeth City-Pasquotank Public Schools and SHAC	Health Literacy Coalition
Inter-County Public Transportation Authority	Eastern NC Stroke Network
Mt. Zion Church of God in Christ	Southgate Mall
Elizabeth City State University and Zeta Phi Beta	Juvenile Justice and Prevention Council
College of the Albemarle	Mid-Atlantic Christian University
Northeastern HS and Pasquotank HS – TRU Crews	Tabernacle of Faith
Pasquotank Commissioners	Chamber of Commerce
Law Enforcement	WRVS Radio
Kiwanis Club	

Recent health promotion and educational opportunities:

Dining With Diabetes series, Albemarle WE CAN with Albemarle Fitness and Nutrition Council, Know Your Numbers sessions with the community and through participation with the regional Currituck, Camden, and Pasquotank Business Expos, faith-based communities' outreach with the Action to Benefit Chronic Disease Subcommittee, 1st Annual Latina Women's Day participation, strong collaboration with the Community Care Clinic, regional health screenings and educational outreach, local government presentations, Faith-based communities and Community Health Days, 4-H presentations on nutrition and physical activity opportunities in community, Sexually Transmitted Diseases presentation at high schools, Family Health Day at local mall sponsored by Albemarle Health, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, Elizabeth City, ARHS, and county employees health screenings with Albemarle LifeQuest, monthly Community Health Assessment Leaders training and meetings, Preconception Health training, Pasquotank County CHA Data Workgroup, CHA HCOTA Priorities Selection group, Business Expo 2009, 2010, Latino Family Health Day 2010, Walk Your Dog for Your Heart Health, GIS mapping of community neighborhoods with location and distances measured for physical activity opportunities posted on county government web pages, Albemarle Wee Ones Fair, Cancer Awareness programs, Stroke prevention, cholesterol and hypertension programming with Eastern NC Stroke Network, Daily Advance Health Fair, Heart Health and Diabetes, Stroke prevention radio presentations, National Night Out, ARHS Services and Programs.

Perquimans Community Health Partners

Eastern NC Stroke Network	Albemarle Regional Health Services
Albemarle Pediatric Asthma Coalition	Community Care Clinic
Perquimans County Schools and SHAC	Chowan-Perquimans Smart Start
Inter-County Public Transportation Authority	Perquimans Senior Center
Healthy Carolinians of the Albemarle	Pharmacies
Albemarle Health	Rotary Club
Albemarle Hospital Foundation	Perquimans Parks and Recreation
Local Government (County and Towns of Hertford and Winfall)	Perquimans Cooperative Extension
Perquimans Chamber of Commerce	Albemarle Electric Membership Cooperative
Albemarle Plantation	Juvenile Detention Center (Winfall)
<u>The Perquimans Weekly</u>	Perquimans Commissioners

Recent health promotion and educational opportunities:

Know Your Numbers programming, Albemarle WE CAN, faith-based communities and health promotion/ education, Dining With Diabetes series, adoption of healthy food and beverage policies in churches, participation in Recreation Department programs with walkable communities, State of the County Health reports' presentations at local government meetings and community health fairs/festivals, including Indian Summer Festival, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, County Employee Screenings with Albemarle LifeQuest, Perquimans County CHA Data Workgroup, Perquimans Central School Safety Fairs, ARHS Services and Programs.

Camden Community Health Partners

Healthy Carolinians of the Albemarle
Camden County Schools and SHAC
Albemarle Hospital Foundation
Albemarle Health
Local Government
Community Care Clinic
Northeastern Community Development Corporation
Albemarle Regional Health Services
Camden Commissioners

Albemarle Smart Start
Faith-based communities
Camden Department of Social Services
Albemarle Pediatric Asthma Coalition
Eastern NC Stroke Network
HWTFC Youth Tobacco program
Inter-County Public Transportation Authority
Chamber of Commerce

Recent health promotion and educational opportunities:

Albemarle WE CAN programming, participation in regional Business Expos, health promotion screenings and educational counseling, school resource programming, First Annual Latina Women's Health participant, faith-based community resources and programming, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, Camden County CHA Data Workgroup, ARHS Services and Programs.

Chowan Community Health Partners

Three Rivers Healthy Carolinians
Chowan Regional Hospital Foundation
Chowan Hospital
Local government
Chowan-Perquimans Smart Start
Chowan County Cooperative Extension
University Health Systems
Safe Kids Chowan County
Albemarle Crisis Pregnancy Center
Albemarle Pediatric Asthma Coalition
Chowan Department of Social Services
Arrowhead Property Owners Association (Widow's Club)
Law Enforcement

Albemarle Regional Health Services
Faith-based communities
Edenton-Chowan Schools-SHAC
Edenton-Chowan Parks and Recreation
Businesses and Industries
Eastern NC Stroke Network
Inter-County Public Transportation Authority
Community Care Clinic
American Cancer Society
Community Care Clinic-Tyner
Chowan Senior Center
American Legion Post 40
The Chowan Herald

Recent health promotion and educational opportunities:

Diabetes Support Groups, Walkable Communities and Chowan Goes the Distance, Diabetes Day – March 2009, Body and Soul program, Child Passenger Safety Technician training, Breast and Cervical Health grants, Community Health Assessment funding, TRHC Coordinator funding, Networking with Edenton-Chowan Schools and Edenton-Chowan Parks and Recreation for TRACK Family Fitness Day, Chowan County Air Quality Flag Program, LifeSpan Women's Health Fair 2009, 2010, NC Department of Transportation Wellness Fair, 2009, 2010, and FIT Communities Award-Edenton, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, County of Chowan employees screening with Albemarle LifeQuest, Chowan County CHA Data Workgroup, National Night Out, ARHS Services and Programs.

Currituck Community Health Partners

Healthy Carolinians of the Albemarle
Albemarle Health
Albemarle Hospital Foundation
Local Government
Currituck Parks and Recreation Department
Currituck County Cooperative Extension
Faith-based communities
Inter-County Public Transportation Authority
Currituck Commissioners
Master Recreation Planners
Currituck Ruritans

Albemarle Smart Start Partnership for Children
Currituck Senior Centers-Governmental Complex and Powell's Point
Albemarle Pediatric Asthma Coalition
Currituck County Schools and SHAC
The Coastland Times
Department of Social Services
Eastern NC Stroke Network
Albemarle Regional Health Services
Chamber of Commerce
The Coastland Times

Recent health promotion and educational opportunities:

Health and Wellness Trust Fund Commission grant for FIT Communities, Dining With Diabetes series, School Health Advisory Council presentations, Albemarle WE CAN, Know Your Numbers trainings, establishment of walkable communities' sidewalks and a spring/summer mobile farmers' market, other walkable environments, collaboration with Currituck County Schools and the School Health program, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, Currituck County CHA Data Workgroup, H1N1 presentations and standard precautions including hand washing, Search Your Heart training, ARHS Services and Programs.

Bertie Community Health Partners

Three Rivers Healthy Carolinians	Faith-based community
HWTFC Youth Tobacco Prevention program	Eastern NC Stroke Network
Bertie Memorial Hospital and Bertie Development Council	Bertie County Schools and School Health Advisory Council
Local Government	Albemarle Pediatric Asthma Coalition
Bertie County Rural Health Association	Choanoke Public Transportation Authority
Albemarle Smart Start	Bertie Council of Aging
Cashie Medical Center	Roanoke-Chowan Community Care Clinic
Bertie County Cooperative Extension	Bertie Parks and Recreation Department
Albemarle Regional Health Services	Bertie Department of Social Services
Rachel's House	American Cancer Society
Mid-East Commission of Aging	Albemarle Crisis Pregnancy Center
Bertie County TRU Crew	University Health Systems
Special Olympics	Indian Woods Baptist Church
<u>The Bertie Ledger and Bertie Ledger-Advance</u>	New Hope Missionary
<u>Roanoke News Herald</u>	Greater Wynns Missionary Baptist Church

Recent health promotion and educational opportunities:

Diabetes Support Groups, Walkable Communities and Bertie Goes the Distance, Diabetes Day – March 2010, Bertie County Health Day 2009, Teen Pregnancy Prevention Day 2009, Body and Soul program, Breast and Cervical Health grants, Community Health Assessment funding, TRHC Coordinator funding, Lay Health Advisor training, Networking with Bertie County Schools, SHAC, and Shaw University and NC State University for students, and Breastfeeding friendly environments at each local health department, CPS Trainings, Bertie County Health Fair 2010, Bertie Council of Aging's Women's Health Day, Breast Cancer Awareness, Rachel's House and Teen Pregnancy Prevention, Rock Springs – UHS Grants Expo; Bertie County Cancer Survivor presentation, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, Chronic Disease Self-Management Training for Lay Health Advisors through Area Commission on Aging, Bertie County CHA Data Workgroup, TRHC Priorities CHA Selection, Breast Health presentations. ARHS Services and Programs.

Gates Community Health Partners

Gates Partners for Health	Gates County Inter-Regional Transportation System
Local Government	Gates County Cooperative Extension
Albemarle Pediatric Asthma Coalition	Gates County Regional Medical Center
Eastern NC Stroke Network	Merchants Mill Pond State Park
Chowan Hospital and Bertie Memorial Hospital	Roanoke-Chowan Hospital
Gates Cooperative Extension	Obici Hospital
Gates Department of Social Services	Albemarle Health
Gates County Schools and SHAC	Albemarle Smart Start Partnership for Children
Faith-based community	Vi-Quest – UHS
Gates Community Center and Parks and Recreation	Adolescent Care Center at Gates County High School
Albemarle Regional Health Services	HWTFC Youth Tobacco program
<u>The Gates County Index</u>	Bertie TRU Crew
Veterans Administration	Obici Foundation
Recovery Innovations, Inc.	Roanoke-Chowan Community Care Clinic
Gates Partners for Health	Aging Task Force
ViQuest	Injury Prevention Subcommittee-GP4H

Recent health promotion and educational opportunities:

Air Quality Flag program and educational program for schools and communities, Project Power – Diabetes and Nutrition Education with African American churches, Child Passenger Safety training and seatbelt safety education, Gates County Family Fun and Fitness Day, ViQuest Fitness room renovations at Gates County Community Center, Holy Soles walking programs and school-based physical activity program, "Energized Educators=Accelerated Achievers," Obici Hospital, Childhood and Obesity programs, Community Care Clinic and partnership with Roanoke-Chowan and Albemarle Hospitals, Community Health Assessment Leaders Training on GIS handhelds for primary data collection, Gates County CHA Data Workgroup, ARHS Services and Programs, Obici Needs Assessment grant, Air Quality Flag program, Eat Smart Move More Coalition activities, Feasibility study partner for a Federally Qualified Health Center – Gates Partners for Health.

* This is a partial listing of the most recent community health promotion and educational programs in the Albemarle region of care.