



## Progress on CHIPs

Brunswick County Health Services conducted the Community Health Assessment (CHA) in 2018-19 to determine the community's needs and develop programs to address the health priorities. The CHA was released in March 2019 and the final health priorities were substance misuse, access to health care, and chronic conditions. An overarching theme and focus on the aging population was also identified.

The Community Health Improvement Plan (CHIP) was completed in December 2020. Local health departments are now using Results Based Accountability (RBA) and Clear Impact Scorecard for CHIP documentation instead of the previous paper forms. Health Education staff completed the RBA training and adopted the approach when completing the CHIP.

"Results-Based Accountability™ is a disciplined way of thinking and acting to improve entrenched and complex social problems. Communities use it to improve the lives of children, youth, families, adults. RBA is also used by organizations to improve the effectiveness of their programs."

Characteristics:

- Disciplined Thinking
- Data Driven
- Transparent Decision-Making
- Common Sense
- Plain Language
- Talk to Action
- Ends to Means

The lead health educator formed a CHIP committee consisting of community partners and attended trainings with the NC DHHS Community Health Assessment Director throughout 2020. These trainings enabled health education staff to link Brunswick County's health priorities to the online Clear Impact Scorecard. Results, indicators, programs, and performance measures for each priority were recorded in the scorecard. This allows us to identify data trends and changes so we know what it will look like when we achieve results. We can also update the scorecard in live-time and share the link on our website and other avenues.

Due to the COVID-19 pandemic, all meetings and outreach have been held virtually since March 2020. Health education staff served in reclassified roles during this time. The health educators supervised and trained COVID call center staff, answered incoming calls, scheduled citizens at vaccine clinics, facilitated ongoing correspondence with local hospitals to communicate citizen concerns, responded to the county's coronavirus email line, and revised the administration form used at the vaccination sites. We also worked at the vaccination sites as the liaison for the call center and registration. Other duties included participating on conference calls with emergency services staff and other county partners, sending isolation letters to positive cases, and updating the county website and dashboard with the latest case counts.

Brunswick County Health Services has been actively responding to the COVID-19 pandemic since March 2020. The pandemic greatly impacted staff's duties and job responsibilities over the past year. The latest information about COVID-19, testing, local case counts and vaccines is on the [Health Services COVID-19 webpage](#). Data reflecting our health priorities has also changed due to factors accompanying the pandemic.

### 2019 Leading Causes of Death

Rank	Cause	Number	%
1	Cancer	379	23.4
2	Diseases of heart	339	20.9
3	Cerebrovascular diseases	93	5.7
	Chronic lower respiratory diseases	93	5.7
5	All other unintentional injuries	69	4.3
6	Alzheimer's disease	60	3.7
7	Diabetes mellitus	55	3.4
8	Motor vehicle injuries	31	1.9
9	Septicemia	27	1.7
10	Influenza and pneumonia	25	1.5
	Intentional self-harm (suicide)	25	1.5
	All other causes (Residual)	425	26.3
<b>Total Deaths -- All Causes</b>		<b>1621</b>	<b>100.0</b>

Source: State Center for Health Statistics, North Carolina

According to the [NC Opioid Action Plan Data Dashboard](#), unintentional opioid-related overdose deaths in Brunswick County have been on the rise. This includes deaths involving all types of opioids: commonly prescribed opioids, heroin, and synthetic narcotics like fentanyl and fentanyl-analogues.

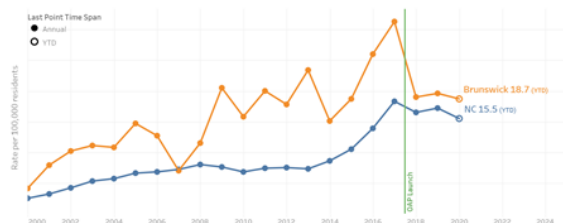
#### Deaths in Brunswick

The rate of unintentional overdose deaths among residents of Brunswick in 2019 (Annual) was 19.6.  
(Rate per 100,000 residents. Number of deaths: 28)

#### Place Rank

**High**  
Compared to other Counties\*

Rank Groups  
Lowest 0-20%  
Low 20-40%  
Middle 40-60%  
High 60-80%  
Highest 80-100%



### Emerging Issues Since Last CHA

The evolving situation surrounding COVID-19 has triggered overwhelming emotions for a lot of people. These emotions can contribute to higher levels of stress and anxiety.



According to the [State Center for Health Statistics](#), 25 deaths in Brunswick County in 2019 resulted from intentional self-harm.

Counties	Gender			Total
	male	female	unknown	
BRUNSWICK	19	6	0	25
Total	19	6	0	25

Source: State Center for Health Statistics, North Carolina

There are several resources available in Brunswick County for individuals needing to speak with someone anonymously. Resources regarding managing your overall health and mental health and wellness resources are available on Brunswick County's website: [Managing Your Overall Health During the COVID-19 Pandemic](#)

In partnership with Brunswick County Emergency Services, a county website was created to support other emerging issues related to the pandemic. The page is dedicated to community awareness and includes offers of assistance, updates from utility providers, homelessness assistance, food bank notices, and other resources. Emergency Services is also available (M-F 8:30am – 5:00pm) to assist the public with needs not listed on the website. The website and list of resources can be viewed at: [COVID-19 Community Assistance](#)

#### New/Paused/Discontinued Initiatives Since Last CHA

Health education activities reflected in the CHIP were paused in 2020 due to the pandemic. Staff began working on initiatives focused on preventing the spread of COVID. In March 2020, the County began operating a joint information center with a Public Health Call Line and email to answer residents' coronavirus questions. Educational initiatives were launched on the County website and social media encouraging everyone to practice the Three Ws—wear a mask, wait six feet apart, wash your hands—for the next several months.

Brunswick County Health Services administered its first doses of the Moderna COVID-19 vaccine to Brunswick County Emergency Medical Services (EMS) personnel December 22, 2020. The department also began working with internal and external partners to vaccinate individuals within local law enforcement, fire/rescue teams, Health Services and other medical providers eligible under Phase 1a.

Actions

Actions				
Name	Assigned To	Status	Due Date	Progress