

# Guilford County

## Priority Health Concerns

During the Community Health Assessment process, the CHA team utilized the County Health Rankings and model of health developed by University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation to frame and organize the collection and presentation of assessment data. These rankings are based on the recognition that health outcomes, including morbidity and mortality, are influenced by four health factors: health behaviors, our access to and quality of clinical care, social and economic factors and the physical environment in which we live, work and play. Local, state and federal policies and programs also influence health outcomes through impact on health factors.

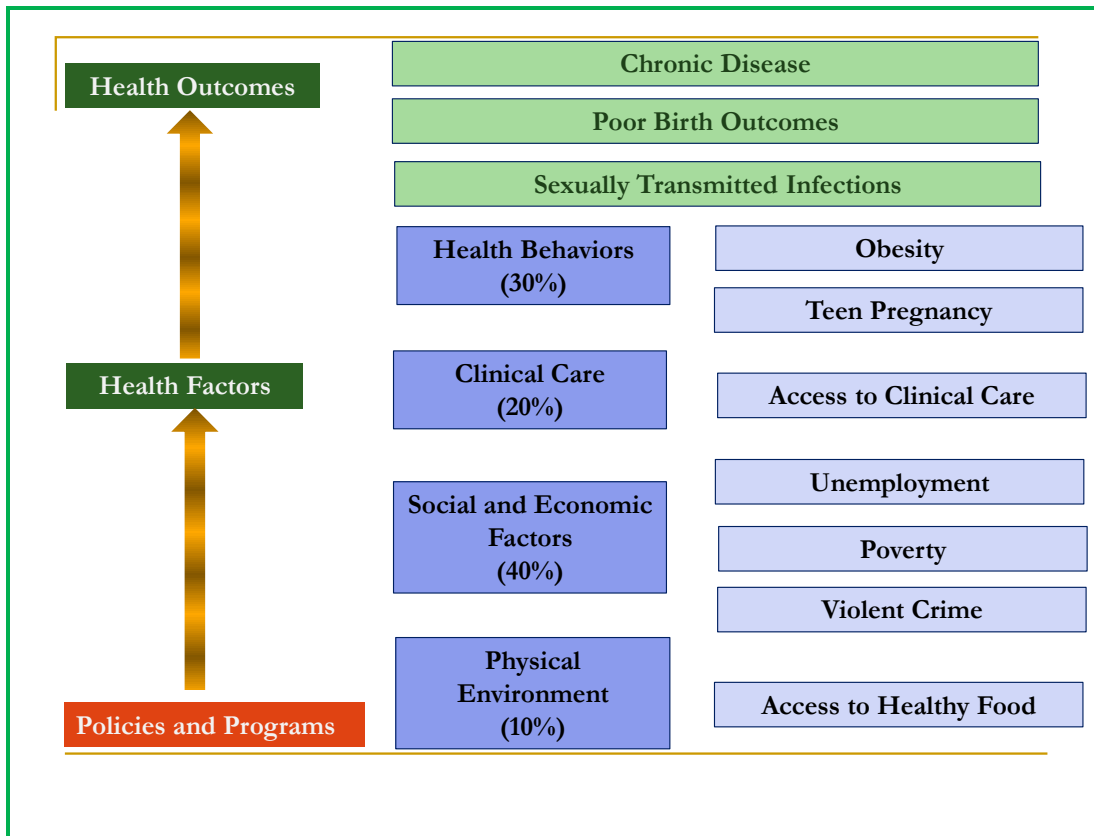
The County Health Rankings' research-based model of health provided a framework for organizing the assessment of health data, an instructive way to frame an understanding of community health needs and, most importantly, further narrow our focus on the most pressing health concerns. In the Community Health Assessment process, participants were asked to identify the most important issues within each category of the health model: health outcomes, health behaviors, clinical care, social and economic factors and the physical environment. The following priority health concerns were identified, with the first three representing the health outcome issues for which Community Action Plans will be developed. The other health factors are important through their impact the three priority health outcomes.

### Priority Health Outcomes:

- *Poor Birth Outcomes*
- *Chronic Disease Prevention and Management*
- *Sexually Transmitted Infections*

### Priority Health Factors:

- **Childhood and Adult Obesity Prevention**
- **Teen Pregnancy**
- **Access to Clinical Care**
- **Poverty and Unemployment**
- **Violent Crime**
- **Access to Healthy Food**



Source: Adapted from the County Health Rankings Model  
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Community Action Plans will be developed for three action plans focusing on the broad health outcomes of Chronic Disease, Poor Birth Outcomes and STIs. In these action plans, strategies are developed that can create change at multiple levels and often address more than one Healthy NC 2020 Focus area and pressing health concern. Guilford Community Action plans include strategies that address the behavioral (Obesity and Teen Pregnancy), economic and social (Unemployment, Poverty and Violent Crime) and environmental factors (Access to Healthy Food) that impact those outcomes.

For example in the Chronic Disease Prevention action plan, by increasing access to healthy food through a mobile market access as well as number of markets/vendors that accept EBT/SNAP/WIC, access to healthy food increases. Strategies designed to increase access to healthy food are changes to the physical environment, but by providing fruit and veggie prescriptions and “veggie bucks” to clients as they access health care, we encourage behavior change to purchase and consume healthier foods, impacting nutrition and obesity. This also benefits the local farmers and the local food system economy overall and may reduce unemployment and poverty. Programs that increase access to healthy food outlets can increase community cohesion and may reduce violent crime. If expectant mothers use their WIC or other benefits to purchase healthy foods at farmers markets or corner stores and increase their purchasing power through incentives, they eat better, as do their families. Better nutrition supports better birth outcomes. In this manner the action plans for the three health outcomes—poor birth outcomes, chronic disease prevention, and STIs—addresses the other health factors identified as priorities.