

Table B.1
Healthy North Carolina Objectives

Objective	Data Source	Urban (95% CI)	Rural (95% CI)
Tobacco Use			
Decrease the percentage of adults who are current smokers*	BRFSS 2012	20.3% (19.1-21.5)	22.1% (20.4-23.9)
Decrease the percentage of high school students reporting current use of any tobacco product	Youth Tobacco Survey (YTS)	Not available	Not available
Decrease the percentage of people exposed to secondhand smoke in the workplace in the past seven days*	BRFSS 2012	7.5% (6.0-9.0)	11.7% (8.2-15.2)
Physical Activity and Nutrition			
Increase the percentage of high school students who are neither overweight nor obese	YRBS	Not available	Not available
Increase the percentage of adults getting the recommended amount of physical activity**	BRFSS 2009	47.4% (45.6-49.2)	43.8% (40.6-47.0)
Increase the percentage of adults who consume five or more servings of fruits and vegetables per day**)	BRFSS 2009	21.6% (20.3-22.9)	18.8% (16.5-21.0)
Injury and Violence			
Reduce the unintentional poisoning mortality rate	Death Data 2011	10.2 (9.4-11)	15.6 (14.0-17.2)
Reduce the unintentional falls mortality rate	Death Data 2011	10.4 (9.6-11.2)	8 (7.0-9.0)
Reduce the homicide rate	Death Data 2011	5.5 (4.9-6.1)	7.1 (6.1-8.1)
Maternal and Infant Health			
Reduce the infant mortality racial disparity between whites and African Americans	Vital Statistics 2011	2.67 times greater for African Americans	2.21 times greater for African Americans
Reduce the infant mortality rate	Vital Statistics 2011	7.2 (6.6-7.6)	7.9 (6.9-8.9)
Reduce the percentage of women who smoke during pregnancy***	Birth Data 2012	8.7% (8.5-8.9)	16.1% (15.6-16.5)
STDs and Unintended Pregnancy			
Decrease the percentage of pregnancies that are unintended	PRAMS 2011	46.0% (37.8-54.4)	42.9% (35.9-50.3)
Reduce the percentage of positive results among individuals ages 15-24 tested for Chlamydia)	Infertility Prevention Program [†] 2011	11.0% (10.6-11.4)	10.5% (10.2-10.8)
Reduce the rate of new HIV infection diagnoses	North Carolina Communicable Disease 2011	17.9 (16.9-18.9)	9.5 (8.4-10.6)
Substance Abuse			
Reduce the percentage of high school students who had alcohol on one or more of the past 30 days	YBRS	Not available	Not available
Reduce the percentage of traffic crashes that are alcohol related	North Carolina Crash Data 2011	5.1% (5.0-5.2)	5.8% (5.6-6.0)
Reduce the percentage of individuals ages 12 years and older reporting any illicit drug use in the past 30 days	SAMHSA NSDUH	Not available	Not available
Mental Health			
Reduce the suicide rate	Death Data 2011	12.8 (12.0-13.6)	13.4 (12.0-14.8)
Decrease the average number of poor mental health days among adults in the past 30 days*	BRFSS 2012	3.9 (3.6-4.1)	3.9 (3.6-4.2)
Reduce the rate of mental health-related visits to emergency departments	NC DETECT 2011	95.6 (94.8-96.3)	126.4 (125.1-127.7)

Table B.1 continued
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Objective	Data Source	Urban (95% CI)	Rural (95% CI)
Oral Health			
Increase the percentage of children ages 1-5 years enrolled in Medicaid who received any dental service during the previous 12 months	Medicaid Data FFY2011	54.7% (54.5-54.9)	50.5% (50.2-50.8)
Decrease the average number of decayed, missing, or filled teeth among kindergartners	Oral Health Survey	Cannot be calculated	Cannot be calculated
Decrease the percentage of adults who have had permanent teeth removed due to tooth decay or gum disease	BRFSS 2010	44.8% (43.1-46.4)	50.9% (47.9-53.9)
Environmental Health			
Increase the percentage of air monitor sites meeting the current ozone standard of 0.075 ppm	Division of Air Quality	Not available	Not available
Increase the percentage of the population being served by community water systems with no maximum contaminant level violations	Public Water Supply Section 2011	97.1% (97.1-97.2)	98.2% (98.0-98.3)
Reduce the mortality rate from work-related injuries	BLS CFOI	Not available	Not available
Infectious Disease and Foodborne Illness			
Increase the percentage of children ages 19-35 months who receive the recommended vaccines	NIS	Not available	Not available
Reduce the pneumonia and influenza mortality rate	Death Data 2011	18.5 (17.5-19.5)	21.7 (20.1-23.3)
Decrease the average number of critical violations per restaurant/food stand	Environmental Health	Not available	Not available
Social Determinants of Health			
Decrease the percentage of individuals living in poverty	US Census Bureau SAIPE	16.8% (16.8-16.8)	20.8% (20.7-20.9)
Increase the four-year high school graduation rate	DPI 2011-2012	83.0% (82.3-83.6)	82.7% (81.7-83.7)
Decrease the percentage of people spending more than 30% of their income on rental housing	2012 ACS 1-Year Estimate (GCT2515)	46.3% (45.6-47.0)	39.6% (38.1-41.1)
Chronic Disease			
Reduce the cardiovascular disease mortality rate	Death Data 2011	228 (224.3-231.7)	255.6 (250.1-261.1)
Decrease the percentage of adults with diabetes*	BRFSS 2012	9.5% (8.7-10.3)	12.5% (11.3-13.7)
Reduce the colorectal cancer mortality rate	Death Data 2011	14.4 (13.4-15.4)	16.6 (15.2-18.0)
Cross-Cutting			
Increase average life expectancy	Death Data 2012	78.7 (78.6-78.7)	76.9 (76.8-77.0)
Increase the percentage of adults reporting good, very good, or excellent health*	BRFSS 2012	82.0% (80.9-83.0)	77.8% (76.2-79.4)
Reduce the percentage of non-elderly uninsured individuals	NCIOM	Cannot be calculated	Cannot be calculated

*In 2011, the BRFSS methodology changed, so results are not directly comparable to previous years' results.

**In 2011, the definition for recommended amount of physical activity and fruit and vegetable consumption changed. Therefore, comparable data for these measures are not available at this time.

***North Carolina implemented the revised US standard birth certificate during 2010. The methodology for collecting smoking data was modified; therefore values presented for 2011 are not comparable to prior years.

†Excludes Durham, Forsyth, Guilford, Mecklenburg, and Wake Counties.