

Hoke County Community Overview



Hoke County, nestled in the heart of southeastern North Carolina, encompasses a diverse landscape of 391 square miles, including 1.6 miles of water. Established in 1911, it has become one of North Carolina's five fastest-growing counties. Hoke County is characterized by its rich cultural tapestry, boasting a blend of racial, ethnic, and linguistic diversity.

Hoke County is a testament to the rich tapestry of America's cultural mosaic. It boasts a diverse population characterized by a harmonious blend of races, ethnicities, languages, and traditions. This diversity enriches the fabric of the county's social tapestry, fostering an atmosphere of inclusivity, understanding, and unity.

At the heart of Hoke County's cultural landscape lies the annual Fall Festival, a cherished tradition that brings together residents from all walks of life to celebrate the county's heritage, arts, and community spirit. Beyond its cultural festivities, Hoke County has many amenities and attractions, including an iconic landmark like Fort Liberty.

Fort Liberty, one of the largest military installations in the United States, significantly shapes the county's identity and population dynamics. As a hub for military families and personnel, Fort Liberty infuses Hoke County with a unique blend of cultural influences, traditions, and perspectives, further enhancing its diverse and dynamic character.

However, Hoke County also confronts pressing public health challenges amidst its growth and vibrancy. Behavioral health issues and the underlying causes of chronic illnesses are formidable obstacles that demand concerted efforts and innovative solutions. Understanding the county's demographic composition is essential for crafting targeted interventions and initiatives that address its residents' unique needs and concerns.

Yet, amidst these challenges, Hoke County remains a beacon of resilience, community spirit, and hope.



PROGRESS ON CHIP

Over the past year, we've made significant strides in addressing the three key problem areas we identified. Here's a summary of our achievements:

Chronic Diseases

- Community Education Programs:** Effective community education programs should be implemented to raise awareness about the causes, risk factors, and prevention methods of chronic diseases such as diabetes, heart disease, and cancer.
- Screening and Early Detection Programs:** Establishing screening programs for early detection of chronic diseases, including regular screenings for conditions such as hypertension, diabetes, and certain cancers. Early detection enables timely intervention and treatment, ultimately improving health outcomes and reducing the burden of chronic diseases.
- Chronic Disease Management Programs:** Implementing comprehensive chronic disease management programs focusing on patient-centered care. These programs may include medication adherence support, medical nutrition therapy, lifestyle modification counseling, and monitoring health indicators to optimize treatment outcomes and enhance the quality of life for individuals with chronic diseases.
- Partnerships and Collaborations:** Fostering partnerships and collaborations with healthcare providers, community organizations, government agencies, and other stakeholders. By leveraging resources, sharing best practices, and coordinating efforts, health departments can comprehensively address chronic diseases and maximize the impact of prevention and treatment initiatives.

Behavioral Health

- Recruitment and Hiring of a LCSW:** We are hiring a Licensed Clinical Social Worker (LCSW) to provide specialized mental health services and support to the community.
- Suicide Symposium:** Hosting a suicide symposium aimed at raising awareness, providing education, and promoting prevention strategies to address the rising

rates of suicide within the community.

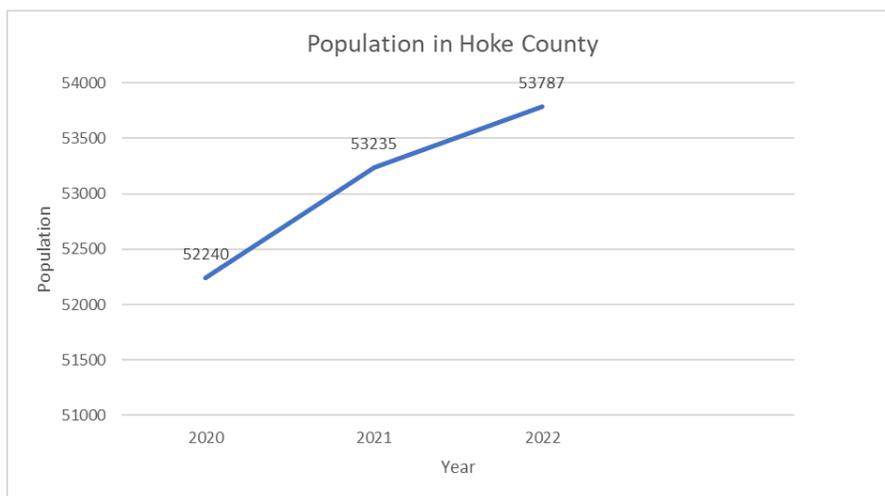
- Establishment of a Firearm Safety Team:** Creating a dedicated team focused on promoting firearm safety, raising awareness about responsible gun ownership, and preventing firearm-related injuries and deaths.
- ASIST, MHFA, CALM Trainings:** Conducting Applied Suicide Intervention Skills Training (ASIST), Mental Health First Aid (MHFA), and Counseling on Access to Lethal Means (CALM) training to equip community members, healthcare professionals, and first responders with the skills and knowledge needed to identify, intervene, and support individuals experiencing mental health crises.
- Collaboration on Syringe Service Program:** Partnering with a community-based organization to establish a Syringe Service Program to reduce the transmission of blood-borne infections, promote safer injection practices, and connect individuals with essential healthcare services and support.
- Distribution of Gun Locks, Medication Storage Boxes, and Narcan Kits:** Distributing over 400 gun locks, 200 medication storage boxes, and 600 Narcan kits to community members, families, and organizations to enhance safety, prevent accidental injuries, and mitigate the risks associated with substance use disorders and opioid overdoses.

Equitable Access to Healthcare

- Advertising Medicaid Expansion:** Launching targeted advertising campaigns to raise awareness about Medicaid expansion eligibility criteria, benefits, and enrollment procedures. This includes utilizing various communication channels such as social media, traditional media outlets, community events, and outreach programs to reach underserved populations and individuals who may qualify for Medicaid but are unaware of the expansion.
- Hiring a Community Health Worker (CHW):** Recruiting and hiring community health workers to serve as liaisons between healthcare providers and underserved communities. CHWs are critical in promoting health education, facilitating access to healthcare services, advocating for patients, and addressing social determinants of health that may impede individuals' access to care.
- Community Outreach and Engagement:** Conducting community outreach initiatives to engage underserved populations and marginalized communities. This includes hosting community forums, health fairs, and educational workshops to address healthcare disparities, promote preventive care, and empower individuals to navigate the healthcare system effectively.
- Culturally Sensitive Care:** Implementing training programs and initiatives to enhance cultural humility among healthcare providers and staff. This ensures that healthcare services are tailored to meet diverse patient populations' unique cultural, linguistic, and social needs, thereby improving access to quality care and reducing healthcare disparities.

How many people live in Hoke County?

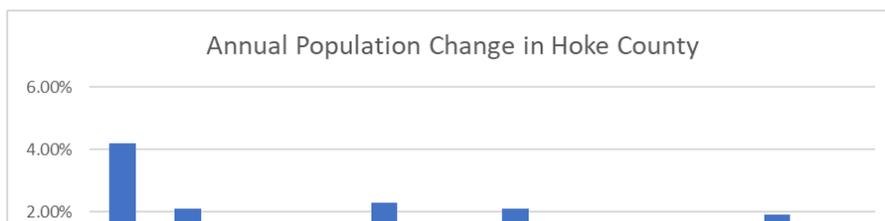
The population of **Hoke County, North Carolina**, in **2022** was **53,787**, **3% up** from the **52,240** who lived there in **2020**. For comparison, the US population grew by 0.5%, and North Carolina grew by **2.4%** during that period.

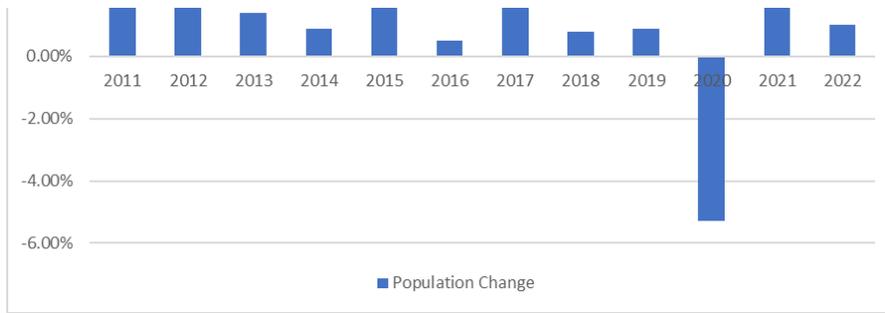


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How has Hoke County's population changed over the years?

Hoke County's population increased **11** to **12** years between 2010 and 2022. Its largest annual population increase was 4.2% between 2010 and 2011. The county's largest decline was between 2019 and 2020 when the population dropped **5.3%**. Between **2010** and **2022**, the county grew by an average of **1.1%** per year.

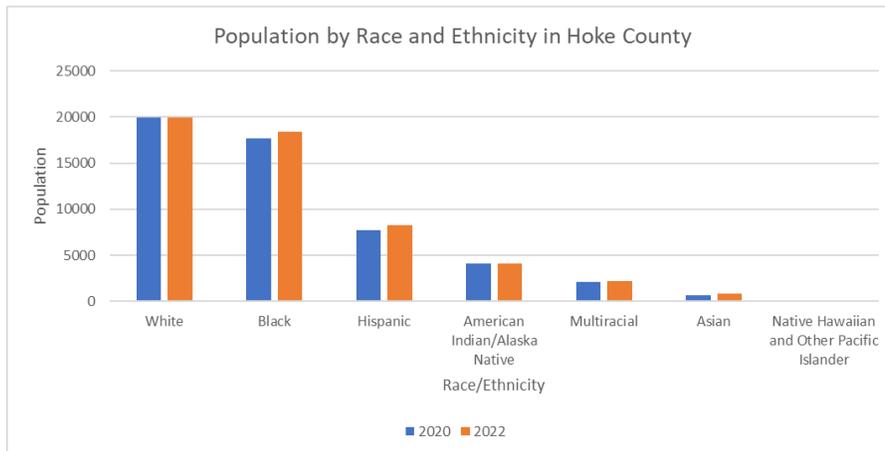




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How has Hoke County's racial and ethnic populations changed?

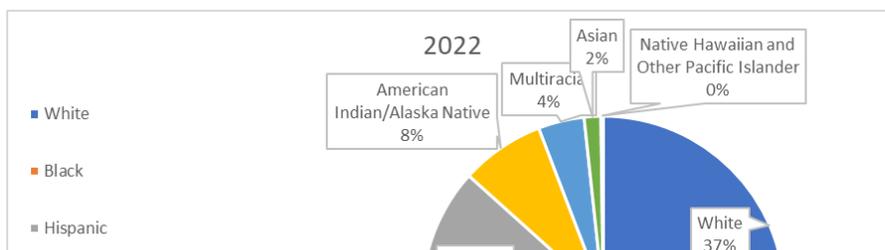
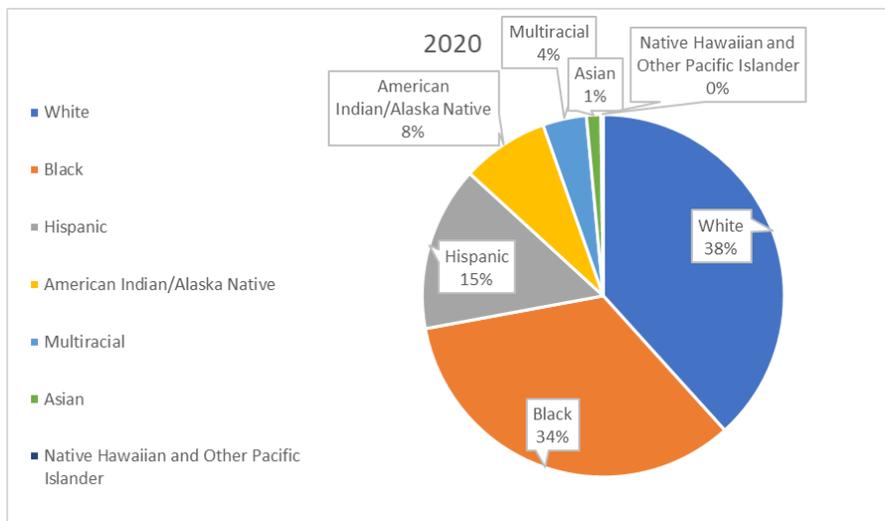
In **2022**, the largest racial or ethnic group in Hoke County was the **white (non-Hispanic)** group, with a population of **19,911**. Between **2020** and **2022**, the **Black (non-Hispanic)** population grew the most, **increasing by 763** from **17,646** in **2020** to **18,409** in **2022**.

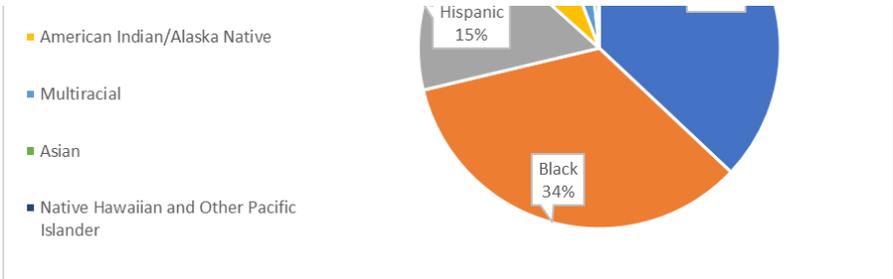


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How has the racial and ethnic makeup of Hoke County changed?

In **2022**, Hoke County was more diverse than it was in 2020. In **2022**, the **white (non-Hispanic)** group comprised **37%** of the population, compared with **38.3%** in **2020**.





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2017-2021 Leading Causes of Death in Hoke County

Leading Causes of Death in North Carolina 2017-2021	Cause	Number	%
1	Diseases of heart	411	19.4%
2	Cancer	386	18.2%
3	COVID-19	119	5.6%
4	Chronic Lower Respiratory Disease	108	5.1%
5	Alzheimer's Disease	100	4.7%
6	Cerebrovascular Diseases	96	4.5%
7	All Other Unintentional Injuries	94	4.4%
8	Diabetes Mellitus	90	4.2%
9	Unintentional Motor Vehicle Injuries	70	3.3%
10	Homicide	42	1.9%
Total Deaths --- Causes		2119	71.3%

Retrieved from NC State Center for Health Statistics (<https://schs.dph.ncdhhs.gov/data/vital/ims/2020/2020-IMR-TABLE1.HTML>)

Fetal Death Rates per 1000 Deliveries, 2017-2021

North Carolina	3,816
Hoke County	32
White Single Race, Non-Hispanic	8
African American Single Race, Non-Hispanic	9
Other Non-Hispanic	8
Hispanic	7

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2020 Infant Mortality Rate

North Carolina	803
Hoke County	8
White Single Race, Non-Hispanic	1
African American Single Race, Non-Hispanic	4
American Indian, Non-Hispanic	1
Non-Hispanic Other	1

Hispanic

1

Retrieved from NC State Center for Health Statistics (<https://schs.dph.ncdhhs.gov/data/vital/ims/2020/2020-IMR-TABLE1.HTML>)



2023 State of the County Health Report (SOTCH)



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