

Gloucester County Department of Health

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# ***Achieving a Healthier Gloucester County 2023***

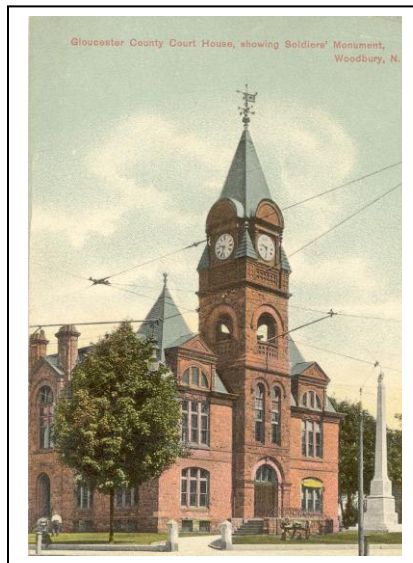
*A Comprehensive Community Health Improvement Plan*

March 2023  
Gloucester County, New Jersey  
[www.gloucestercountynj.gov](http://www.gloucestercountynj.gov)

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## **EXECUTIVE SUMMARY**

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The Gloucester County Department of Health & Human Services, Division of Health Services is proud to present the 2023 ***“Achieving a Healthier Gloucester County”*** Community Health Improvement Plan (CHIP). This plan is updated every 5 years.

The Community Health Improvement Plan is developed by the Gloucester County Health Department to be implemented by the department along with various partners including county agencies, hospitals, non-profit organizations, faith-based groups, municipal governments, local boards of health, academic institutions and other county departments and divisions.

The Walter Rand Institute gathered information for CHIP 2023 for Public Affairs (WRI) at Rutgers University-Camden on behalf of Inspira Health Network and on behalf of the South Jersey Health Collaborative (SJHC) consisting of Cooper University Health Care, Jefferson Health, Lourdes Health System and Virtua Health. This collaborative consisted of Hospitals, Health Systems and Health Departments within Cumberland, Salem and Gloucester Counties. The CHNA Final Report serves as a compilation of the overall findings for Gloucester County.

The CHNA enabled the Gloucester County Health Department to take an in-depth look at the health needs and health behaviors of Gloucester County residents. These profiles provide insight into potential social determinants of health present in Gloucester County. Population health research continues to support the notion that the environments in which people live, learn, work, play, worship, and age are important drivers of health, with variations in these environments affecting a broad spectrum of health outcomes. These findings allow the department to prioritize public health issues and develop this Community Health Improvement Plan, which is focused on meeting community needs.

Upon completion, this document will be posted to the Gloucester County website. A press release will direct the public to its location. Following the release of the Community Health Improvement Plan, the Gloucester County Department of Health, along with numerous community partners, hopes to implement the activities listed in the CHIP and suggest new activities that will address the priority areas. As a stakeholder in the health of this community, we encourage you to join us in our efforts in ***“Achieving a Healthier Gloucester County”***. Hard copies will be available at the Health Department Office and the Gloucester County Library. Copies will also be mailed to residents upon request.

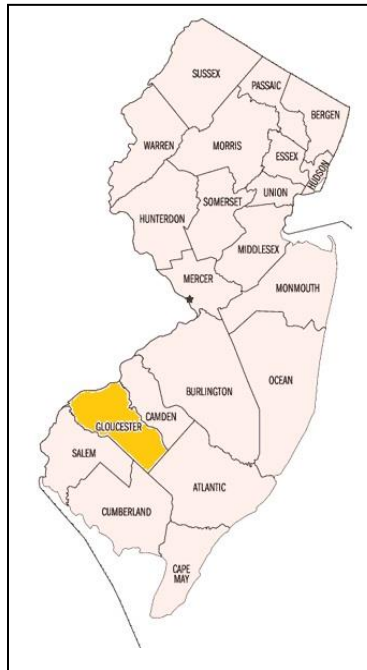
# **GLOUCESTER COUNTY DEMOGRAPHICS**

Gloucester County is one of the seven southern counties in New Jersey. Located in between Camden and Salem counties, with the Delaware River on the western border. Gloucester County is centrally located near Philadelphia, Atlantic City, and Trenton. The New Jersey turnpike, Route 295 and Route 42 all run through Gloucester County making it convenient for residents to access major highways. Gloucester County's location makes it a great place for working families with jobs, parks, and schools for families.

Gloucester County is governed by a 7-member Board of Commissioners. There are 24 municipalities which make up the 329 square miles of the county. In 2021, Gloucester County's population was estimated around 304,477. Since the 2022 census, the population has grown .7%. The Borough of Newfield is the smallest municipality with a population of 1774. The largest municipality is Washington Township with 48,677 residents.



# **GLOUCESTER COUNTY SUMMARY DEMOGRAPHICS**

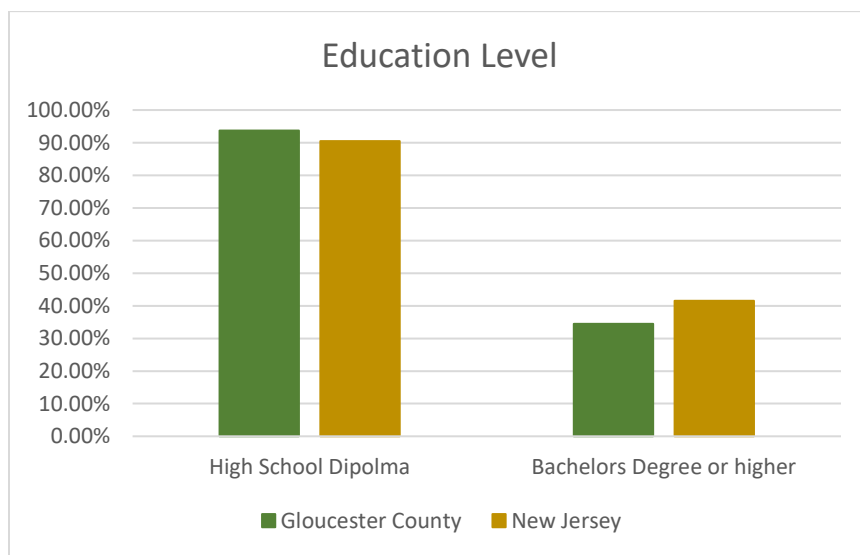


The majority of Gloucester County residents identify themselves as Caucasian (82.2%), followed by African-American (11.8%), Hispanic/Latino (7.4%) and Asian (3.2%).  
Breakdown of Gloucester County's population compared to New Jersey.

	<u>Gloucester County</u>	<u>New Jersey</u>
White	82.2%	71.1%
Black	11.8%	15.3%
Hispanic	7.4%	21.5%
Asian	3.2%	10.3%
2 or more races	2.4%	2.4%

Just over 16% of the population are seniors over 65 years old. This is slightly under the state average. Gloucester County's population also includes around 15,467 veterans. Just over 8% of the population identifies as disabled.

## Education



## Households

The median household income is \$93,208. The unemployment rate is 9.3%, slightly lower than the New Jersey average of 9.8%. Close to 8% of the population live in poverty, slightly less than the state average of 10%. Around 95% of homes have a computer with 91% having internet access.

## **COMMUNITY HEALTH NEEDS ASSESSMENT:**

### **PROCEDURES AND FINDINGS**

- **Focus Groups:** We conducted 33 different focus groups with community members and stakeholders across the five counties. A total of 183 individuals participated in the focus groups. Focus groups ranged in size from 1 to 13, informed consent was obtained. Twenty-nine focus groups contained community members and 4 focus groups involved stakeholders. Our main objective was to gather the community members' thoughts on health issues (such as access to care, health education, and communication) and any barriers residents may confront in obtaining care. Additional areas of inquiry included the strengths of the health care service delivery system as well as its weaknesses and possible improvements.
- **Community Survey:** We also sought community engagement through the widespread dissemination of a community survey. The Inspira Community Health Needs Surveys were launched on October 18, 2021 and closed on March 4, 2022. This survey was designed to complement the qualitative focus group and interview data to provide a comprehensive picture of the health status, needs, and resources as identified by residents of Cumberland, Gloucester, and Salem Counties. Gloucester County accounted for 209 surveys of the 872 total surveys. To accommodate differences between participants, we used both paper and electronic versions of the survey. We employed several distribution strategies. First, survey links were sent out via email to various partner organizations. Second, the online link was shared with community partners to push out to community contacts. Third, paper copies were available to agencies to hand out. Any completed surveys were mailed to the Walter Rand Institute to tabulate.

The South Jersey Health Collaborative survey for Gloucester, Camden, and Burlington Counties received 206 completed surveys between February and March 2022. Mental health and access to care were two areas identified as community priorities.
- **Secondary Statistical Data Profiles** In order to provide broad fact-based context for the community's perception of health needs, the research team also compiled secondary data for Gloucester, Camden, Burlington, Cumberland, and Salem. Secondary data collection commenced in September 2021 and was finalized in May 2022. The research team aggregated data on demographic statistics, socioeconomic variables, health indicators, and clinical care.
- **Key Stakeholder Interviews:** We conducted 15 interviews with key representatives in the county and with key Inspira staff. The interviews were completed using semi-structured research instrument, and goals of the interviews were similar to goals of the focus groups. All interviews were conducted virtually. Participants were asked about access to care, health education communication, and the delivery of healthcare.

## **COMMUNITY HEALTH NEEDS ASSESSEMENT** **THEMES**

Through focus groups, interviews, and a survey designed with the help of community groups, community members talked about health in their communities: their concerns and thoughts about potential solutions. Throughout this Findings Section, we report the community's perspective on health alongside data from local, state and national sources. These other sources illustrate how the community perspective compares to state and national trends and benchmarks. The blue bubbles throughout this sections reference the impact of the health behavior determined by resident's responses.

### **Theme 1: Mental Health & Addictions**

Mental health is the top concern across all three counties, Cumberland, Gloucester, and Salem. 58% of Gloucester County surveys identified mental health as a need.

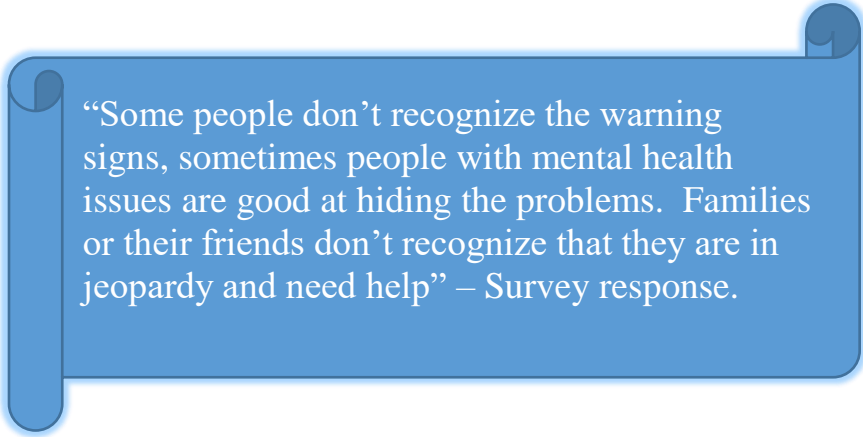


“I would really like to see more support groups for parents. I know I am struggling really badly. Just talking to other moms is a blessing and seeing how they got through it. Even if it was virtual. It would be an amazing idea.”

Gloucester County Community  
Member



The suicide rate for Gloucester County is 9.6 deaths per 100,000 population. The New Jersey suicide rate is 7.1 deaths per 100,000 population. Gloucester County's rate is higher than the state average. Help is always available for people struggling. The 988 nationwide lifeline is a network of over 200 providers prepared to assist people with mental health diseases or suicidal thoughts. 988 is a free service and is available 24 hours a day, 7 days a week, 365 days a year.



“Some people don’t recognize the warning signs, sometimes people with mental health issues are good at hiding the problems. Families or their friends don’t recognize that they are in jeopardy and need help” – Survey response.

Gloucester County's binge/heavy drinking rate is 18.9%, three points higher than the New Jersey average of 15.9%. Accidental drug overdoses continue with the trend of being higher than the state average. In Gloucester County on average there are 49.1 accidental overdose deaths per 100,000. Gloucester County has 18 deaths more per 100,000 than the New Jersey average and 24 more deaths per 100,000 than the United States average.



Improvement Category	Focus Area	Activities	Target Audience	Location
Mental Health	Mental Health Prevention	Planning and resource development	All Gloucester County residents	Gloucester County Office of Mental Health 856-384-6889
Mental Health	Mental Health Prevention	Screening services	All Gloucester County residents	Psychiatric Emergency Screening Services 856-845-9100
Substance Abuse	Substance Abuse	Addiction prevention education	All Gloucester County residents	Gloucester County Municipal Alliance 856-384-6887
Substance Abuse	Substance Abuse	Funding for Substance Abuse Treatment	All Gloucester County residents	Gloucester County Division of Human Services 856-384-6886
Mental Health and Substance Abuse Prevention	Substance Abuse	The Access to Reproductive Care and HIV Services (ARCH) is a harm reduction program	All Gloucester County residents	Gloucester County Health Department 856-218-4151
Mental Health and Substance Abuse Prevention	Substance Abuse	Hep A Vaccine and Education program	All Gloucester County residents	Gloucester County Drug Court, Inpatient/Outpatient Care
Mental Health and Substance Abuse Prevention	Substance Abuse and Mental Health	Collaborate with GC Addictions Task force to provide an overview of addiction services and additional Narcan Training and kits.	All Gloucester County residents	Various locations; Call 856-384-6929
Mental Health and Substance Abuse Prevention	Mental Health	Remain a resource and refer residents if necessary for mental health programs.	All Gloucester County residents	County-wide

## Theme 2: Access to Children's Health Care



Nearly 20% of residents in the 3 counties (Gloucester, Salem, and Cumberland) are underserved with youth services

33% of survey respondents feel that pediatric providers are lacking in the community.

For those without transportation the specialized children's hospitals in Philadelphia and Wilmington are out of reach.

<b>Improvement Category</b>	<b>Focus Area</b>	<b>Activities</b>	<b>Target Audience</b>	<b>Location</b>
Access to Care	Resource directory	Implement a media campaign to increase awareness of Find Help. Educate residents and area partners regarding Find Help tool to link residents to assist them in accessing services.	All Gloucester County residents and providers	Libraries, Senior Centers, Civic Groups, Family Success Centers
Access to Care	Healthcare	Childhood vaccines for uninsured or underinsured children at no cost	Gloucester County children without health insurance	Vaccines for Children Clinic at the Gloucester County Health Department
Access to Care	Nutrition for children	Food vouchers, nutrition education, health screenings, and referrals to other social services	Gloucester County children under 5 years old	Gloucester County Women, Infant, and Children (WIC)
Access to Care	Children with disabilities	Coordinate and monitor service needs for children with disabilities. Case management, linkages to resources, and education	Gloucester County residents birth to 22 years old	Gloucester Special Child Health Services
Access to Care	Lead Exposure	Increase awareness of Lead exposure and testing.	Children and Families	Schools, Daycares, Health Fairs
Access to Care	Screenings and awareness of health risks	The Senior Health Connection provides a health services program in coordination with health education and social support services.	Target low-income and/or minority senior citizens.	Gloucester County Health Department 856-218-4148

**Note: Highlighted activities new programming developed postliminary 2015 CHIP**

## Theme 3: Obesity (Food and Diet)

Gloucester County community survey respondents

47% - adult overweight

28% - child overweight

Consume too much unhealthy food

45% - Cumberland

36% - Salem

26% - Gloucester

“Obesity in all of the issues that come along with it like heart disease and diabetes is at the forefront of one of the major issues”

Regional Service Provider

34% adult obesity (higher than the state average of 26%)

78% access to exercise opportunities (less than the state average of 91%)



(Seen in photo above; participants of Senior Walking/Tai Chi Program)

Tai Chi, Step by Step Walking Program and Sunrise Chair Yoga  
All Programs are one (1) hour lasting six (6) weeks.

Improvement Category	Focus Area	Activities	Target Audience	Location
Obesity Prevention	Nutrition	Food vouchers and nutrition education, linkage to other social services	Women and children	Gloucester County Women, Infant, and Children (WIC)
Obesity Prevention	Nutrition and physical activity	Balanced meals planned by a nutritionist for seniors. Recreational activities also offered	Seniors 60 and older	Gloucester County Senior Nutrition Sites
Obesity Prevention	Physical Activity	Tai Chi, Step by Step Walking Program, and Sunrise Chair Yoga designed for seniors	Seniors 60 and older	Various location throughout Gloucester County
Obesity Prevention	Nutrition and wellness	Health and wellness education	All Gloucester County residents	Gloucester County Rutgers Cooperative Extension
Obesity Prevention	Heart Disease	Conduct cholesterol screenings and provide information at 10 events annually	All Gloucester County residents	Monthly Mall Screenings, health fairs, health clinics, senior events.
Obesity Prevention	Diabetes	Conduct glucose screenings and provide information at 10 events annually	All Gloucester County residents	Monthly Mall Screenings, health fairs, health clinics, senior events.
Obesity Prevention	Fitness Programs	Provide free Senior Fitness Programs at a minimum of 2 locations within Gloucester County	All Gloucester County residents	Senior Nutrition Centers, Churches
Obesity Prevention	Hypertension	Conduct blood pressure screenings and provide information at 10 events annually	All Gloucester County residents	Monthly Mall Screenings, health fairs, health clinics, senior events.

**Note: Highlighted activities new programming developed postliminary 2015 CHIP**

## IMPROVEMENT CATEGORIES AND EXISTING PROGRAMS

### **1. Mental Health**

- a. The Office of Mental Health collaborates with state and local partners for the planning and resource development for our citizens with mental health issues. Our Mental Health Administrator is Dr. Becky DiLiscandro.
- b. For Gloucester County Office of Mental Health: 856-384-6889
- c. Psychiatric Emergency Screening Services: 856-845-9100

### **2. Access to Children's Health Care**

#### **a. Vaccines for Children Clinic:**

For children without health insurance coverage, immunizations and screenings for anemia and lead poisoning are provided to children aged 2 months to 6 years at no cost to the family. In addition, children in grades K through 12 receive the immunizations required to attend school.

- b. **WIC:** The Women, Infants and Children (WIC) Supplemental Food Program of Gloucester County provides services to pregnant or postpartum women, infants, and children under five years old. Services include food vouchers including fresh fruits & vegetables, nutrition education and counseling, health screenings, breastfeeding education and assistance, and linkages to other health and social service providers. The program is offered free of charge to eligible County residents who meet income eligibility guidelines.
- c. **Special Child Health:** The Special Child Health Program coordinates and monitors the services needed by any child with a potential disability (physical or mental) from birth to age 22. This office provides: case management services to children with chronic illnesses and/or developmental delays; linkages to services to benefit the children; and assists families in accessing appropriate educational settings and related services.

### **3. Addictions**

- a. Addictions Task Force-Sigma Free
- b. Gloucester County residents who need funding for substance use treatment call 856-384-6886.
- c. To get involved in the Gloucester County addiction prevention education call Gloucester County Municipal Alliance 856-384-6887.
- d. Narcan Program-to be trained to administer Narcan call: 856-384-6929

- e. **ARCH Program:** The Access to Reproductive Care and HIV Services (ARCH Nurse) Program is a harm reduction program that is dedicated to reduce the spread of HIV/AIDS and other infectious diseases by offering prevention services to individuals in the community, including pregnant women, at high risk for HIV & STDs. Screenings include: HepC, HIV, and STIs, along with preconception counseling and drug treatment assessment. Linkages to prenatal and obstetrical care, wound management, family planning, and/or drug treatment are made.

**4. Food and Diet -Obesity**

- a. **WIC:** The Women, Infants and Children (WIC) Supplemental Food Program of Gloucester County provides services to pregnant or postpartum women, infants, and children under five years old. Services include food vouchers, nutrition education and counseling, health screenings, breastfeeding education and assistance, and linkages to other health and social service providers. The program is offered free of charge to eligible County residents who meet income eligibility guidelines.
- b. **Senior Nutrition Site:** The Nutrition Program provides a well-balanced mid-day meal to approximately 135 seniors M-F who are 60 or older or the spouse of a participant. The mid-day meal is served Monday through Friday at the Nutrition Sites listed. In addition to a meal, the sites also foster social interaction and offer recreational and leisure activities as well as providing access to other supportive services available to Gloucester County senior citizens. Meals are planned by a Registered Dietitian to ensure the recommended nutrients. Approximately 430 meals per day are delivered to our serve a tray clients.
  - i. **Donation:** A donation of \$1.25 is accepted for each meal, however, this is purely voluntary and there is no obligation to contribute. Privacy and confidentiality with respect to contributions are guaranteed. All collected contributions will be used to expand the services and supplement funds received under the Older Americans Act.

**Mantua Township Community Center**

111 Mercer Avenue

Sewell, NJ 08080

12:00 pm

**Glassboro Senior Center**

152 S Delsea Drive

Glassboro, NJ 08028

11:00 am

**Thorofare Fire Hall**

100 Firehouse Road

Thorofare, NJ 08086

11:00 am



**Pfeiffer Community Center**

301 Blue Bell Street  
Williamstown, NJ 08094  
11:00 am

**First Baptist Church Jericho**

981 Mail Avenue  
Deptford, NJ 08096  
11:00 am

**Second Baptist Church**

1534 Pine Street  
Paulsboro, NJ 08066  
11:00 am

- c. **Senior Fitness Programs:** All programs are free to Gloucester County senior (60 and older) residents. Programs are designed specifically for older adults. They are one- hour per week program, lasting six weeks.
  - i. Tai Chi
  - ii. Step by Step Walking Program
  - iii. Sunrise Chair Yoga
- d. **Rutgers Coop:** The Department of Family and Community Health Sciences (FCHS), a part of Rutgers Cooperative Extension, promotes health and wellness through education, research and collaboration with outreach in food, nutrition, and healthy lifestyles. FCHS faculty and staff work in your neighborhood to promote healthy families, schools and communities. Through leadership, collaborative efforts, research, and science-based education, we foster a culture of health and wellness for New Jersey residents of all ages.

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Find Help. <https://www.findhelp.org/>

Substance Abuse and Mental Health Services Administration. Find Treatment.  
<https://www.samhsa.gov/find-help/988>