

HEALTH BEHAVIORS



Health Risk Behaviors



Our health is influenced by many factors. Some factors such as age, race, and family history cannot be changed. Health behaviors are actions individuals can take that affect their health. Although greatly influenced by family, community and social context, these behaviors can be changed. Positive behaviors such as a balanced diet, daily exercise, and getting the recommended amount of sleep are considered protective behaviors while unhealthy behaviors are considered risky behaviors.

Risky behaviors contribute to the development of chronic diseases such as diabetes, heart disease, cancer, and other illnesses. Risky behaviors such as alcohol and drug abuse, smoking, poor eating habits, lack of physical activity, and unsafe sex practices can cause or contribute to health problems such as teen pregnancy, sexually transmitted infections, substance use disorders, obesity, diabetes, cardiovascular disease, cancer, and premature death.

Public Health Significance

Risky behaviors are one of the main causes of chronic disease. Chronic diseases cause 7 of 10 deaths in Americans.¹ Chronic diseases are also the leading causes of the United States' \$4.1 trillion in annual healthcare costs.²



In Madera County

In Madera County, participants in the community-wide survey identified healthy eating habits and level of physical activity as the top behavioral risks. Data from the United States Diabetes Surveillance System shows that compared to other counties in California, Madera County adults have one of the state's highest percentages of physical inactivity at 26.6% in 2018. Tobacco use was also identified in high school students because of the risk factors tobacco possesses. The California Student Tobacco Survey (CSTS), funded by the California Department of Public Health, conducted a study from 2019 to 2020. This study used 2,554 high school participants from Madera County in 10th and 12th grade. The results of the survey show that the prevalence of students who ever use tobacco is 29.5%, and the prevalence of students who currently use tobacco is 7.9%.³ Looking at other substance use in Madera County, marijuana and opioid usage remains low. However, alcohol-impaired driving deaths have had a significant increase in the county. Adolescent pregnancy remains a significant issue in Madera County. Madera County's adolescent pregnancy birth rate is double the rate of California's. To address this issue, Madera County Department of Public Health offers a comprehensive teen pregnancy prevention program to students throughout Madera County focused on safer sex practices. Based upon entry surveys provided at the start of the program, 58% of females and 48% of males reported using alcohol or drugs the last time they had sex. Alcohol and drug use can lead to poor-decision making skills, which can lead to an increased risk of unplanned pregnancy or spread of sexually transmitted infection/disease.



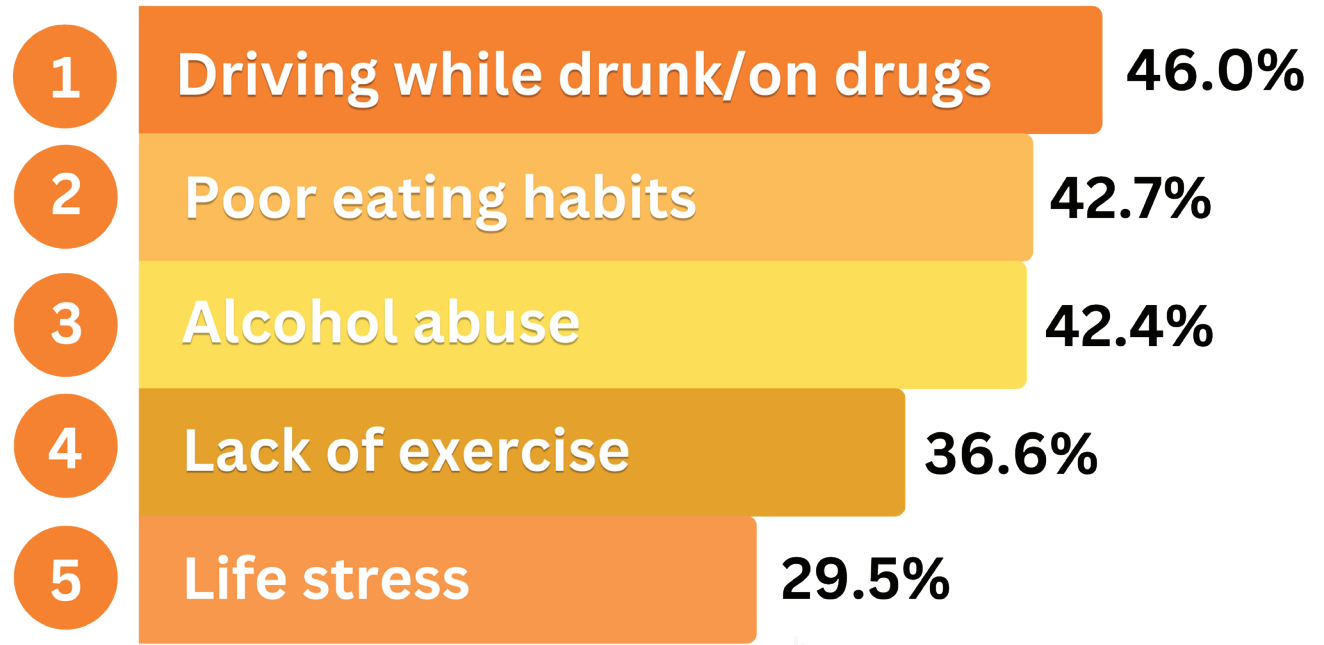
1. Centers for Disease Control and Prevention. (2020, October 21). Lifestyle risk factors. Centers for Disease Control and Prevention. Retrieved September 2022, from <https://www.cdc.gov/nceh/tracking/topics/LifestyleRiskFactors.htm>

2. Centers for Disease Control and Prevention. (2022, July 21). About chronic diseases. Centers for Disease Control and Prevention. Retrieved September 2022, from <https://www.cdc.gov/chronicdisease/about/index.htm#:~:text=Chronic%20diseases%20are%20defined%20broadly,disability%20in%20the%20United%20States.>

3. Tobacco control branch. Tobacco Control Branch. (n.d.). Retrieved September 2022, from <https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx>

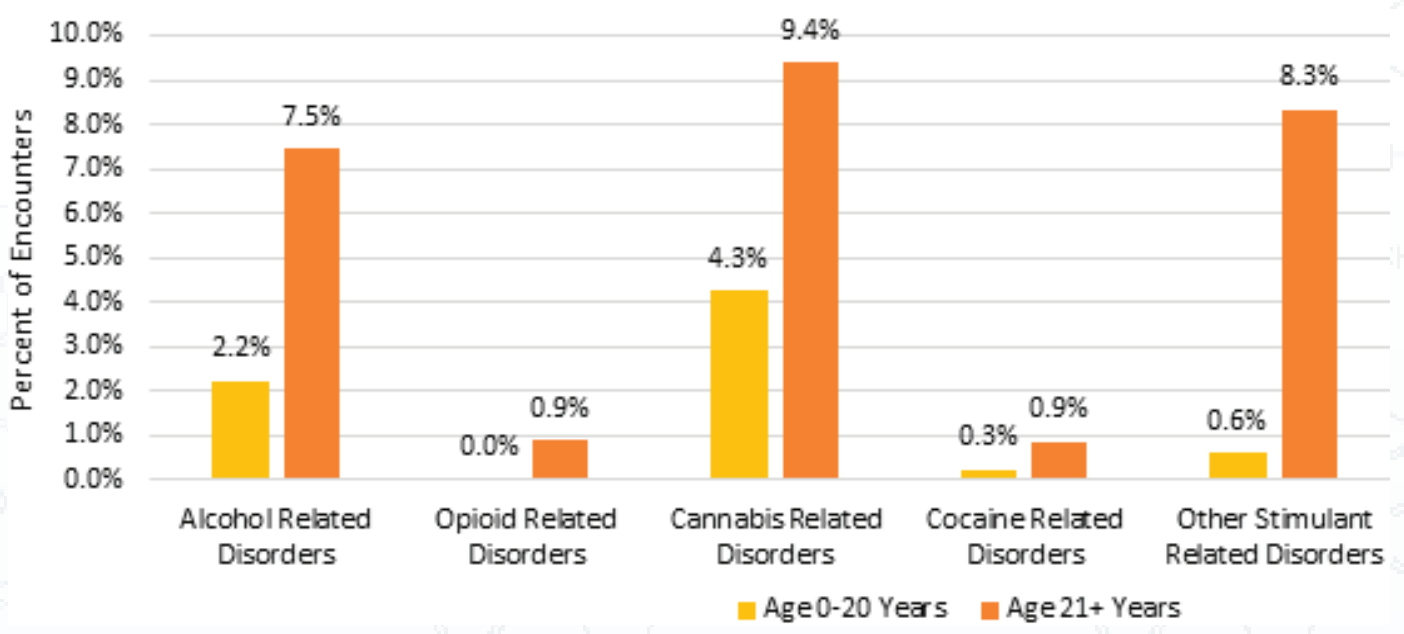


Top 5 Behaviors Identified by the Community That Most Affect Health in Madera County (2021)



Source: Madera County Department of Public Health's community-wide survey

Substance Use Disorders Encountered at Madera County Department of Behavioral Health Services (2021)



Source: Madera County Department of Behavioral Health Services



1 in 5 people
in Madera County were
prescribed opioids in 2020

Source: Center for Disease Control and Prevention
<https://www.cdc.gov/drugoverdose/rxrate-maps/county2020.html>

Opioid-Related Overdose Deaths 2021 Rate (Per 100,000)



Source: California Overdose Surveillance Dashboard
<https://skylab.cdph.ca.gov/ODdash/?tab=Home>

Drug Overdose Death Rate 2021 (Per 100,000)



Source: California Community Burden of Disease Engine
<https://skylab.cdph.ca.gov/communityBurden/#tab-7558-1>

Alcohol-Related Death Rate 2021 (Per 100,000)



Source: California Community Burden of Disease Engine
<https://skylab.cdph.ca.gov/communityBurden/#tab-7558-1>

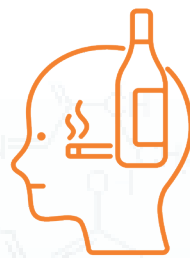
Risky Behaviors: *Substance Use in Madera County High Schools*



7.9%

of students currently use
tobacco products and vaping
is the most popular
(compared to 9.7% in CA)

Source: California Department of Public Health- California Student Tobacco Survey 2019-2020
<https://www.cdph.ca.gov/Programs/CCDPPH/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx>



48%

of Madera County
adolescents used
alcohol or drugs
before sex (2020)

Source: Madera County Department of Public Health- Personal Responsibility Education Program 2020



11.5-15.0%

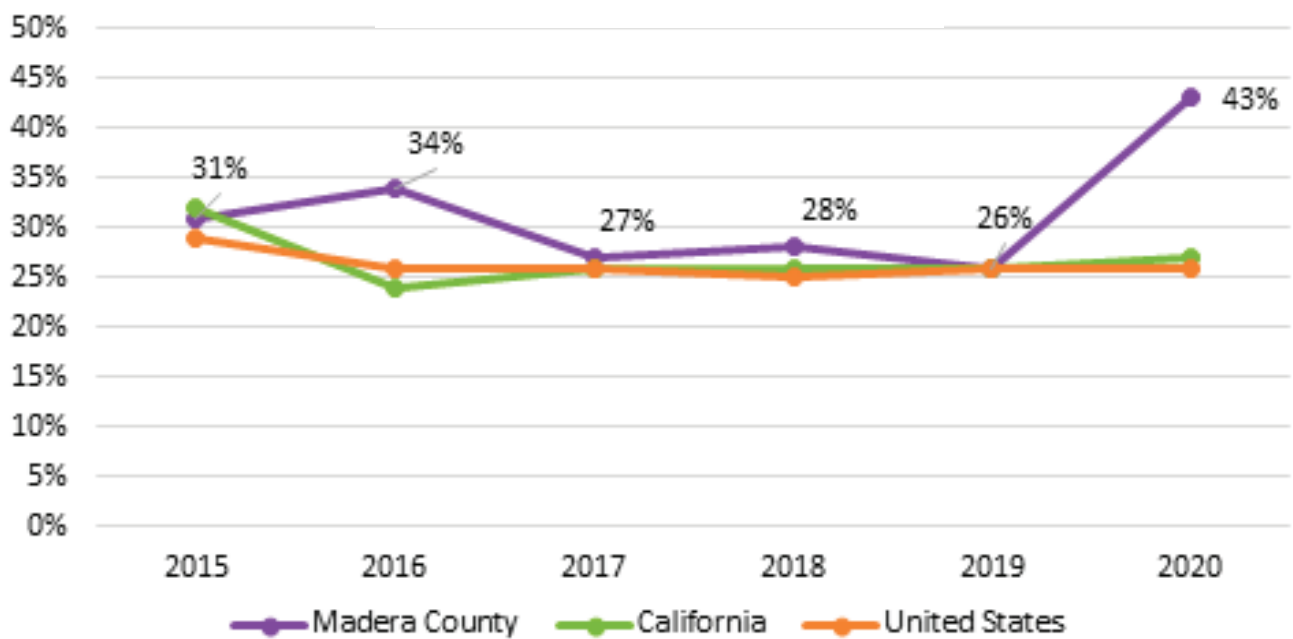
of students have used a
marijuana product in the
past 30 days
(compared to 15.9% in CA)

Source: California Department of Public Health- California Student Tobacco Survey 2019-2020
<https://www.cdph.ca.gov/Programs/CCDPPH/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx>



EQUITY SPOTLIGHT

Alcohol-Impaired Driving Deaths



Source: County Health Rankings & Roadmaps
countyhealthrankings.org

The percent of alcohol-impaired driving deaths in Madera County is higher than both California and the United States.





Health Protective Behaviors

Protective behaviors of an individual or family/group promote their health and well-being. Protective behaviors include exercise, healthy eating, practicing safe sex, avoiding drugs and alcohol, and getting health screenings when recommended.

1. Centers for Disease Control and Prevention. (2022, August 3). Why it matters. Centers for Disease Control and Prevention. Retrieved September 2022, from <https://www.cdc.gov/breastfeeding/about-breastfeeding/why-it-matters.html>

Public Health Significance

Protective behaviors can help an individual maintain a healthy lifestyle and help prolong their lifespan. Living a healthy lifestyle can help prevent obesity, diabetes, cancer, heart disease and even unplanned pregnancy.

In Madera County

In Madera County, the percentage of women who began prenatal care in their first trimester and breastfed after birth was lower compared to California. Starting prenatal care is important for the health of the mother and the health and development of the baby during pregnancy. Breastfeeding is important for healthy growth and development of the baby and reduces risk of asthma, obesity, diabetes, and other health problems.¹ Obtaining cancer screenings when recommended is another protective behavior. Cervical cancer screening prevalence in Madera County is higher than the United States and California. However, prevalence of colorectal and breast cancer screenings is lower than California or the United States. Having availability of condoms can reduce the rates of unplanned pregnancy and sexually transmitted disease. Madera County has a higher percentage of stores with condoms and stores with condoms unlocked on shelves compared to California. Madera County Department of Public Health's teen pregnancy prevention program had students from Madera County participate in the California Personal Responsibility Education Program (CA PREP) entry and exit survey to determine the success of the program, Making Proud Choices (MPC). During the fiscal year 2019-2020, the results for the entry and exit surveys show an increase in sexual health knowledge and knowledge of sexual and reproductive health services. At the start of the program, 34% of participants answered all condom knowledge questions

correctly. At the end of the program, 83% of participants answered all condom knowledge questions correctly. Also, at the beginning of the program, only 45% of participants had reported that they had heard of sexual and reproductive health (SRH) services in their community. At the end of the program, that number had changed to 82%. Having the knowledge of available and accessible SRH services can help reduce the risk of unplanned pregnancy and spread of sexually transmitted infection/diseases.





EQUITY SPOTLIGHT

Adolescent Mothers, Ages 15-19 2018-2020 Rate (Per 1,000)



The adolescent pregnancy birth rate is significantly higher in Madera County compared to California.

Source: California Department of Public Health- County Health Status Profiles 2022

“It’s a huge lack of sex education. Once they hit 13, 12, they figure it out by themselves, so now they’re taking risks, sometimes very high risk.”
- Focus group participant





Protective Behaviors: *Pregnancy*

Prenatal Care Begun During the First Trimester of Pregnancy 2018-2020

	2018-2020 Live Births (Average)	First Trimester Prenatal Care Number (Average)	First Trimester Prenatal Care Percent (Average)
Madera County	2,050.0	1,643.3	80.2%
California	433,257.7	374,557.0	86.5%

KEY FINDINGS
 The average percentage of prenatal care begun during the first trimester of pregnancy in Madera County is lower, compared to California.

Source: California Department of Public Health- County Health Status Profiles 2022
<https://www.cdph.ca.gov/>



Breastfeeding Initiation During Early Postpartum 2018-2020

	2018-2020 Births with Known Feeding Method (Average)	Breastfed Number (Average)	Breastfed Percent (Average)
Madera County	1,785.3	1,614.3	90.4%
California	384,070.0	360,125.0	93.8%

KEY FINDINGS

The average percentage of breastfeeding initiation during early postpartum is lower, compared to California.

Source: California Department of Public Health- County Health Status Profiles 2022
<https://www.cdph.ca.gov/>

Prevalence of Cancer Screening (2020)

	Colorectal Cancer Screening (50-75 Years) (Male & Female)	Mammography (50-74 Years) (Women)	Cervical Cancer Screening (21-65 Years) (Women)
Madera County	60.1%	70.1%	82.3%
California	62.3%	76.2%	79.7%
United States	71.8%	78.2%	78.0%

KEY FINDINGS

Madera County has a higher percentage of women being screened for cervical cancer than California or the United States.

Source: Center for Disease Control and Prevention- United States Cancer Statistics
<https://www.cdc.gov/cancer/uscs/>



Protective Behaviors: *Sexual/Reproductive*

Percent of Stores with Condoms (2019)

Madera County



94.8%

California



82.8%



Source: Healthy Stores for a Healthy Community
<https://healthystoreshealthycommunity.com/>

Percent of Stores with Condoms on Shelf and Unlocked (2019)

Madera County



56.9%

California

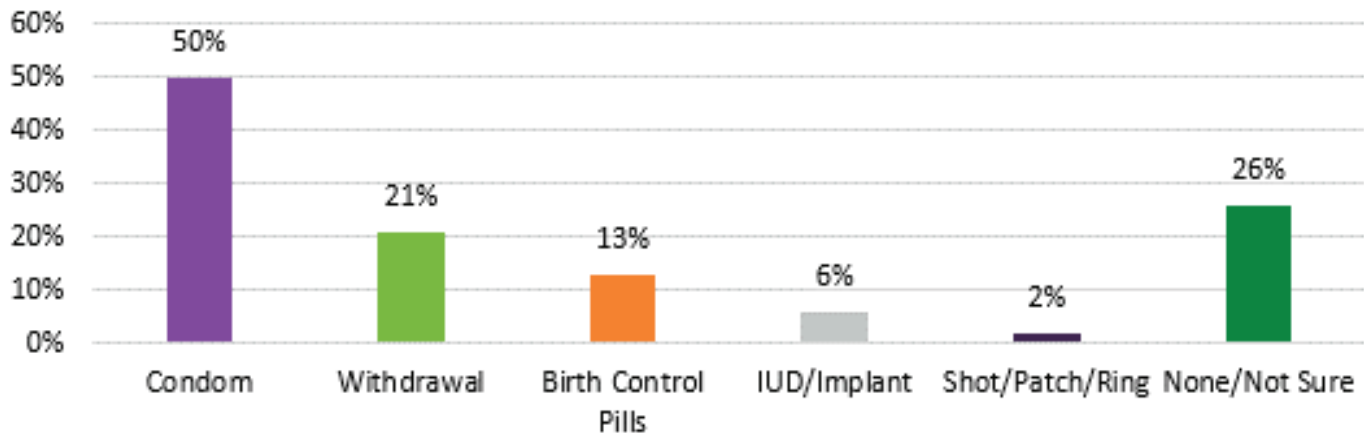


43.0%



Source: Healthy Stores for a Healthy Community
<https://healthystoreshealthycommunity.com/>

Among Those Who Ever Had Sex, Percentage of Participants Who Used a Contraceptive Method at Last Vaginal Sex (2019-2020)



Source: Madera County Department of Public Health- Personal Responsibility Education Program

There was a 37% increase in knowledge of sexual and reproductive health services in adolescents by the end of the CA PREP program.





Protective Behaviors: *Eating Habits and Exercise*

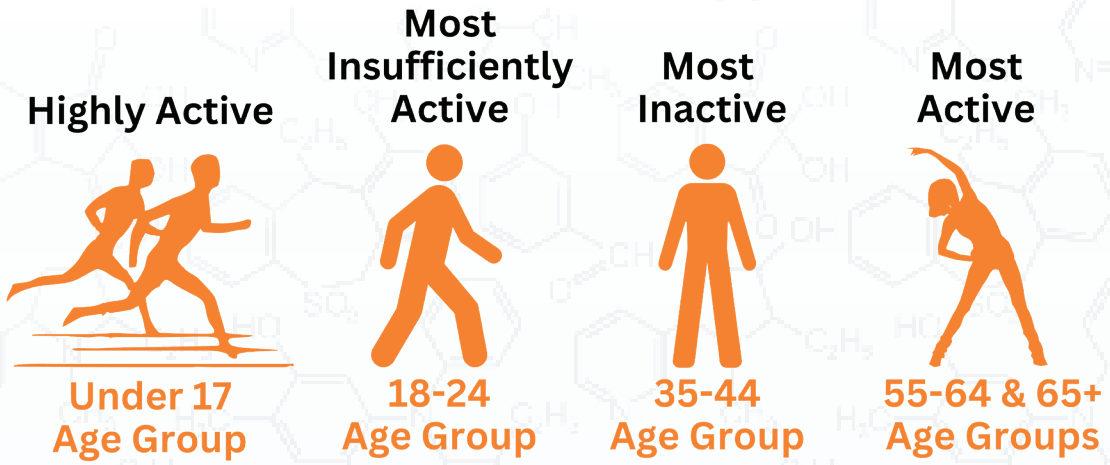
Behavioral Risk & Protective Factors

Community Health Assessment 2022

Madera County Department of Public Health



Activity Level of Madera County Survey Takers by Age Group (2021)



Source: Madera County Department of Public Health's community-wide survey

Physical Activity Indicators (2018)

	Madera County	California
Percent of children (ages 5-11) physically active 1+ hour every day	31.0%	29.0%
Percent of children/teens (age 1-17) who visited a park or playground or open space in the last month	80.0%	84.0%
Percent of children/teens (age 5-17) who walked/biked/skated from school in the past week	35.0%	41.0%
Percent of children/teens (2-17) sedentary 2+ hours on a typical weekday	39.0%	55.0%
Adults regularly walking for transportation or fun or exercise	31.0%	39.0%
Adults (SNAP-Ed eligible) regularly walking for transportation or fun or exercise	32.0%	38.0%

Source: California Department of Public Health, Nutrition Education and Obesity Prevention Branch
<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/SNAPEdCountyProfileDashboard.aspx>

Percent of Children (Age 2–11) Consuming 5+ Servings of Fruits and Vegetables Yesterday (2018)



Percent of Adults Consuming Soda Seven Times or More a Week on Average (2018)



Source: California Department of Public Health, Nutrition Education and Obesity Prevention Branch
<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/SNAPEdCountyProfileDashboard.aspx>