

Health Director's Report September 2014 Activities

Staff Recognition

Jennifer Mauch, RN, Public Health Nurse Supervisor, School Health Elementary/Exceptional Children's Program, Community Health Division

Jennifer (Jenny) Mauch, RN, received the North Carolina Public Health Association (NCPHA), Women and Children's Health Section Scholarship at the NCPHA Fall Conference banquet on September 18, 2014. One recipient is selected annually to receive this scholarship.

This scholarship is awarded to individuals employed in a Child Health, Family Planning, Maternal Health or BCCCP Program of a public health department in North Carolina. It is available for individuals pursuing a certification, an undergraduate or graduate degree with application towards public health practice, in order to advance the individual's competence in his or her public health position in serving women and children. Jenny is attending American Sentinel University with a target completion date of July 2015.

Congratulations to Jenny! We are proud of her motivation and desire to continue her education and to excel in public health services!

Division / Program: Dental Division/ Head Start Health Fair and Registration Day (Accreditation Activity 20.1- Collaborate with community health care providers to provide personal and preventative health services.)

Program description

- On September 9th and 10th, the Department's Dental Division, in collaboration with Durham Head Start, hosted the first annual Head Start Health Fair and Registration Day.

Statement of goals

- To provide a "one-stop location" to conduct health screenings, as well as academic and fine motor skills assessments for children, ages three and four.
- To provide families information on additional services offered through the Health Department, such as nutrition education and Triple P (Positive Parenting Program).
- To enable eligible families to schedule continued health services, such as making future appointments for dental treatment.

Issues

- **Opportunities**
 - Children were able to have assessments and screenings completed prior to the timeframe mandated by the state (by 30 days after the first day of school).
 - Children were assessed and screened prior to the start of school – eliminating disruption to the instructional school day.
 - Parents were able to meet Head Start staff prior to the start of school.
 - Head Start and Public Health staff were able to collaborate in an effort to assist families. The County's General Services Department was also instrumental in readying the conference rooms and common space for the event.
- **Challenges**
 - More providers would have helped prevent minor delays in screening of children.

- Academic assessments were initially conducted in another part of the building, which led to some confusion.

Implication(s)

- **Outcomes**
 - Public Health and Head Start staff worked expeditiously to move children through screenings and assessments. Parents expressed their appreciation for the event and the fact that it was held at one site.
 - The Department and Durham Head Start enhanced their partnership and provided a model for other communities in the state – and country. (Mercer County Head Start in Ohio has reached out for information on the partnership.)
- **Service delivery**
 - The event was held from 10 a.m. – 6 p.m. each day and provided services to 200 children.
- **Staffing**
 - Seventeen (17) Public Health staff members participated on September 9th; 11 Public Health staff participated on September 10th. Services offered by the Public Health team included dental, vision, and hearing screenings; lead testing; immunizations review; and measuring height and weight. There were also information tables for nutrition, Triple P, WIC, family planning, and environmental health.

Next Steps / Mitigation Strategies

- The collaborative planning committee (including members of the Department and Durham Head Start) is in the process of meeting to discuss the event and to establish a date for 2015.

Division / Program: Administration / Information and Communications

Program description

- The Information and Communications program provides accurate, timely, and relevant information to the residents of Durham County on key health issues as well as informing the public about department programs and services availability. Information is disseminated in many forms, included broadcast, print, and multimedia (web-based).

Statement of goals

- To increase the public’s awareness and understanding of important health information and the Department of Public Health’s programs and services availability
- To increase the public’s utilization of the Department of Public Health’s programs and services.
- To become the main, trusted and dependable choice for journalists seeking information and assistance to develop compelling and balanced stories on Public Health issues.

Issues

- **Opportunities**
 - With staff dedicated to information and communications, the Department of Public Health can provide more information to the public on health issues
 - Media/reporters are eager to use information provided to them by the Department of Public Health for their viewers/readers. Television and radio announcers often request follow-up information and interviews.

- **Challenges**
 - Prioritizing the topics to publicize
 - Staff balancing external media requests with internal needs to review/revise/develop new media to promote programs and services.

Implication(s)

- **Outcomes**
 - Information and communication about health issues and department programs and services are being publicized in a timely, organized manner and with greater frequency.
 - Visibility of public health information from the department has substantially increased.
- **Service delivery**
 - As of September 24, three (3) media advisories/releases (1) were disseminated. Staff also responded to four (4) direct (unsolicited) inquiry from reporters. A total of 25 media pieces featuring or mentioning the Department were aired (television), printed in the news, or were posted to the web by local media during the month. This included coverage of activities including our monthly [My Carolina Today segment](#), the last minute rush for 6th Grade students to meet the Tdap vaccination requirement (1), Enterovirus D-68, community forums on health priorities for the Community Health Assessment, the opening of another Healthy Mile Trail in McDougald Terrace, a new screening partnership between Public Health and Durham Head Start, staff quote and discussion of Durham’s smoking rule in *The Fayetteville Observer* (1), restaurant inspection scores, and another Durham-specific RWJF piece on their website (September 5 blog post) (1). (**Accreditation Activity 5.3- Health Alerts to Media, 9.1- Disseminate Health Issues Data, 9.5- Inform Public of Dept. / Op. Changes, 10.2- Health Promotion –Disease Prevention, 21.2- Make Available Information About LHD Programs, Services, Resources**)
 - The department Communications Manager and the Information and Communications Specialist presented during the North Carolina Public Health Association’s Fall Educational Conference in Wilmington on September 18. The Communications Manager was one of three panelist for a 90-minute session entitled “Information at the Speed of NOW: Balancing Information and Media Needs in Breaking News Situations.” The department’s Information and Communications Specialist presented a 45-minute session on “Take 2 for Type 2: Creating and Implementing a Media Campaign.” Both sessions were well attended, with some conference participants standing during each session. (**Accreditation Activity 10.2- Health Promotion – Disease Prevention, 21.2- Make Available Information About LHD Programs, Services, Resources**)

Next Steps / Mitigation Strategies

- Continue building/developing various communication channels as well as the Department of Public Health’s delivery of information and communications.

Division / Program: Community Health Division/ School Health Program

(Accreditation Activity 12.3-Participate in a collaborative process to implement population-based programs to address community health problems.)

Program description

- Public Health School Nurses participate in the management of health care in Durham Public Schools (DPS). Students identified with special health care needs are often of particular concern for parents/guardians.
- Public Health School Nurses monitor and collaborate in care coordination activities to address the physical and mental health of students. Partnerships are developed with parents/guardians, school staff and community partners throughout the year to facilitate optimal student health and the achievement of academic success.

Statement of goals

- To provide school health services which include emergency care assessments and interventions, management of acute and chronic health conditions, referral and support to access primary care, communicable disease control measures, counseling for health promotion and identification and management of barriers to student learning.
- To collaborate with counseling, guidance and social work staff to identify student psychosocial problems. Services focus on cognitive, emotional, behavioral, and social needs of students and families aimed at improving students' mental emotional and social health through assessment, intervention and referral.
- To take a leadership role in collaborating with parents/guardian and community agencies to identify and provide services to meet the physical and mental health needs of children and families.

Issues

- **Opportunities**
 - Public Health School Nurses provided first time summer 2014 training offerings for DPS staff. Directors and support staff in 9 elementary DPS' "Read to Achieve" reading camps attended two (2) medication administration trainings.
 - Public Health School Nurses will provide three Medication Administration and Diabetes Care Management classes for all DPS staff (designated by DPS principals) a minimum of 3 times a year. These trainings total 6 hours each. Training content includes information on NC statutes that guide school site Medication Administration and Diabetic Care Management practices and DPS policies and procedures, and also trains staff to provide physician ordered, skilled nursing procedures for students. These training opportunities are offered for the first time ever, onsite in the Health and Human Services building.
 - Individual school staff trainings are planned and will be provided for school staff who provide health services for students during the school day. These trainings include, but are not limited to, skilled procedure trainings associated with the care of: Asthma (inhalers, nebulizers), Seizure Disorders, (emergency administration of Diastat), Diabetes (Carbohydrate counting, Insulin administration, Glucagon administration), Severe allergies,(for anaphylaxis- Epi Pen), G-tube feedings, Bladder Catheterizations for some students with Spina Bifida and Emergency injection trainings include Solu-Cortef for adrenal insufficiency crisis due to sudden onset of illness or severe injury

- Public Health School Nurses partnered with Durham Parks and Recreation to provide medical trainings for before and after school staff and for summer camps in elementary schools.
- **Challenges**
 - The recommended nurse:student ratio recommended by the state of NC and the National Association of School Nurses is 1:750. The current ratio is approximately 1:1225 in Durham County. Fifteen (15) Public Health School Nurses provide general school health services for fifty-five (55) Durham Public Schools.
 - Every year Pre-Kindergarten classes increase in number in DPS. Currently, there are thirty-nine (39) Exceptional Children’s pre-kindergarten classrooms. Teachers in these classrooms will receive trainings for medication administration and skilled procedures for children as young as 3 years old who are diagnosed with multiple medical issues. Public Health School Nurses provide Exceptional Children’s services for children placed in the general population.

Implication(s)

- **Outcomes**
 - Public Health School Nurses facilitated health promotion, early intervention and remediation of health problems within DPS schools through early identification of health concerns/issues, the provision of health services and care coordination discussions on chronic and acute health conditions.
- **Service delivery**
 - The School Health Program works closely in collaboration with DPS, families and community partners to implement and manage student school health services.
 - During the 2013-2014 school year, Public School Nurses :
 - ✓ Provided 576 health presentations/programs for groups of parents, students and/or school staff.
 - ✓ Provided one-to-one health counseling sessions to 5241 elementary school students, 1083 middle school students and 698 high school students. (A health counseling session is defined as a formal discussion with a student or parent regarding a health issues that requires documentation of the encounter.)
 - ✓ Identified health conditions in elementary school aged students (2422), middle school aged students (593) and high school students (392) which required some degree of action at school, such as medication available, emergency and/or individual health care plan, health related accommodations, etc. The number of related plans of care (Nursing Care Plans, Individual Health Plans and Emergency Action Plans) totaled 930 and the number of health related 504 plans was 95.

Next Steps / Mitigation Strategies

- The School Health Program staff will continue to provide and participate in services/activities that promote the health and well-being of students, their families and school staff.

Division / Program: Community Health / Pregnancy Care Management (PCM)
(Accreditation Activity 22.2- Comply with laws, rules and contractual requirements for programs and services provided pursuant to the local health department's consolidated agreement and agreement addenda, including requirements for corrective action.)

Program description

- Women who are pregnant or immediately postpartum and who are enrolled in Medicaid are eligible to receive Pregnancy Care Management services.
- Funding for PCM comes from the state Division of Medical Assistance (DMA) through Community Care of North Carolina (CCNC)
- CCNC determines if county PCM programs are meeting program goals using data from DMA and the Case Management Information System (CMIS). CMIS is the state on-line health record into which care managers document PCM services provided.

Statement of goals

- To improve birth outcomes by providing PCM services to eligible women
- To reach, maintain and/or exceed targeted service levels set and measured by CCNC.

Issues

- **Opportunities**
 - PCM affords public health the opportunity to provide services which are aimed at promoting healthy outcomes to low wealth, at-risk pregnant women
 - CCNC has access to state-wide birth outcomes of Medicaid-covered women
- **Challenges**
 - Current data on the extent to which public health has reached set service targets has not been readily available due to issues with NC Tracks

Implication(s)

- **Outcomes**
 - New reports were released by CCNC in September 2014
 - Durham County made improvements in reaching set service targets in 4 out of 5 categories. In the 5th category—Pregnant/Postpartum Patients Engaged in Active Care Management—although Durham's percent decreased slightly, it decreased at about the same rate as the state's percent decrease.
- **Service delivery**
 - Durham County PCM program needs to increase its contacts with women during the postpartum period.
 - PCM providers are collaborating with Durham Connects, the Women, Infants and Children program and public health's Family Planning Clinic to utilize more avenues/community resources in reaching the women eligible for pregnancy care management.
- **Staffing**
 - PCM staffing includes public health nurses and social workers
- **Revenue**
 - Funding is based on the number of females with Medicaid between the ages of 14 and 44 who live in Durham County.

Next Steps / Mitigation Strategies

- Continue to strengthen working relationships that will enable care managers to obtain correct patient contact information.
-

Division / Program: Nutrition Division /DINE for LIFE--Packing a Healthy Lunch Segment on WNCN TV's *My Carolina Today*

(Accreditation Activity 10.1 -Develop, implement, and evaluate population-based health promotion/disease prevention programs and materials for the general public.)

Program description

- DINE staff presented a nutrition program on *My Carolina Today* that is part of the ongoing monthly collaboration between the Durham County Department of Public Health and WNCN TV.

Statement of goals

- To provide ideas for adults so they can pack fun, healthy lunches for their children.
- To help facilitate increased consumption of healthy packed school lunches in Durham County and in the WNCN TV viewing area.
- To emphasize the importance of food safety when packing school lunches.

Issues

- **Opportunities**
 - The ongoing partnership with WNCN TV provides the Durham County Department of Public Health an opportunity to expand its reach throughout the county and also into the surrounding areas.
- **Challenges**
 - Estimating the actual reach that a live telecast has in the Durham County community.

Implication(s)

- **Outcomes**
 - The segment aired on September 8, 2014.
<http://www.wncn.com/story/26476915/healthy-and-fun-school-lunch-ideas?autoStart=true&topVideoCatNo=default&clipId=10561824>
- **Service delivery**
 - Used “My Plate” to show the components of a healthy packed lunch
 - Featured food displays to demonstrate ways to prepare a variety of new and classic school lunch ideas such as Taco pinwheels, cookie cutter sandwiches, vegetables with hummus, and fruit with yogurt dip.
 - Gave practical tips on school lunch and food safety to keep “hot foods hot and cold foods cold.”
- **Staffing**
 - DINE nutritionist staff wrote the script and presented the show.

Next Steps / Mitigation Strategies

- Continue building a relationship with *My Carolina Today* and WNCN TV to expand the reach of DINE and the Durham County Department of Public Health
-

Division / Program: Nutrition / DINE for LIFE--Participation in Head Start Health Fair (Accreditation Activity 10.2 –Carry out or assist other agencies in the development, implementation, and evaluation of health promotion/disease prevention programs and educational materials targeted to groups identified as at-risk in the community health assessment.)

Program description

- DINE for LIFE is a school- and community-based nutrition education program targeting SNAP-eligible Durham families.

Statement of goals

- To collaborate with local agencies in efforts to promote health and well-being for Durham County residents.
- To increase the nutrition knowledge of Durham families.
- To encourage simple behavior changes towards healthier eating habits and lifestyles.

Issues

- **Opportunities**
 - Durham’s Head Start program collaborated with the Department to host a Head Start Registration and Health Fair event on September 9 and 10th.
 - The event brought together many services that were required for children to register and participate in the Head Start program and provided the DINE program the opportunity to offer nutrition information to participants.
- **Challenges**
 - Only a small percentage of the attending families approached the DINE table. In general, they were often busy filling out the necessary paperwork for the essential screening needed for Head Start participation. Also, the children were often escorted around by Head Start staff rather than their parents. Therefore, when the children participated in the “kid-friendly” activities DINE nutritionists were not able to engage the parents in conversation at the same time because they were not with their children.

Implication(s)

- **Outcomes**
 - DINE nutritionists provided a table at the event that provided information to the families on the following topics: Eating Healthy on a Budget, Durham Moms Know Best website, Durham Farmers Markets’ Double Bucks Program, Healthy Recipes to try with kids, and contact information for the Nutrition Clinic.
 - Activities for the children were also provided which included: coloring station with fruit & vegetable coloring books and a fruit & vegetable sorting station.
- **Service delivery**
 - 130 reusable grocery bags printed with the message, “Healthy Eating Starts with You” were distributed. The bags included information on Eating Healthy on a Budget, Durham Moms Know Best website, Durham Farmers Markets’ Double Bucks Program, Healthy Recipes to try with kids, and contact information for the Nutrition Clinic. DINE staff hand delivered the bags to the families while they were in the waiting area and provided a quick greeting and explanation of the bag’s contents.
- **Staffing**
 - DINE nutritionists worked in shifts to cover the two day 8 hour event.

Next Steps / Mitigation Strategies

- The DINE program will continue to collaborate with Head Start in upcoming health fairs to reach and serve Head Start families in Durham. In the future DINE will explore more time-efficient ways to provide this service with the use of fewer staff hours.
-

Division / Program: Nutrition Division / Durham Diabetes Coalition – Collaboration in Taping of Healthy Living TV show.

(Accreditation Activity 10.2-Carry out or assist other agencies in the development, implementation, and evaluation of health promotion/disease prevention programs and educational materials targeted to groups identified as at-risk in the community health assessment.)

Program description

- The Durham Diabetes Coalition (DDC) is a partnership of Durham County health and community organizations, faith-based groups, local government, and universities and community members.
- The DDC produces Living Healthy, a 30 minute TV show.
- Registered Dietitians from the Nutrition Division of DCoDPH and the Durham Diabetes Coalition (DDC) prepared a script and appeared in a *Stretching Your Food Dollar* segment of a Healthy Living television show.

Statement of goals

- To decrease death and injury from type 2 diabetes.
- To provide reliable health and nutrition information to Durham's residents.
- To collaborate with Departmental and community professions to provide expert and best practice advice on the TV shows.

Issues

- **Opportunities**
 - Food insecurity affects about 19.7% of Durham County residents.
 - Type 2 diabetes affects almost 12% of Durham County residents.
 - The Healthy Living show has multiple broadcast avenues to reach Durham residents with information on nutrition and diabetes.
 - DCoDPH/DDC registered dietitians are available to provide their expertise in nutrition for the shows including writing the script and appearing in the TV segments.
- **Challenges**
 - Residents with limited access to technology due to financial constraints may be less likely to see *Healthy Living* episodes when aired on websites such as YouTube.

Implication(s)

- **Outcomes**
 - The first airing of the *Stretching Your Food Dollar* segment will be in mid-October.
 - The *Healthy Living* television series is available to a wide and varied audience through broadcasts on the Durham Television Network as well as the Durham Diabetes Coalition website <http://durhamdiabetescoalition.org/tv-show> and the Coalition's YouTube channel. It also airs in patient lobbies throughout Durham County Government

- **Service delivery**
 - The segment discusses the myth that it is expensive to eat healthy and gives budgeting strategies such as planning meals ahead of time, making shopping lists, taking advantages of sales, coupons, seasonal items and trying meatless meal options.
- **Revenue**
 - The Access to Healthy Living series is funded through the Durham Diabetes Coalition grant. Access to the Healthy Living television series is provided free of charge to the public.

Next Steps / Mitigation Strategies

- Registered Dietitians from DCoDPH/DDC will continue to provide expertise in nutrition related topics that appear in episodes of Healthy Living.