

Health Director's Report November 2014 Activities

Staff Recognition

Christian Barfield, BSW, MSW, DCoDPH Triple P Coordinator is recognized by Triple P International for her exceptional work in Durham County with provider engagement.

Triple P International's Communications Manager, Michelle Carson, stated in an email, "Nowhere globally or within any dedicated Stay Positive supported regions has any organization or Triple P Coordinator achieved the level of engagement that you have in Durham County." There are approximately 30,000 practitioners trained by Triple P Coordinators around the world.

Historically, good measurement of provider engagement within the Stay Positive regions have averaged 60%. Christian Barfield has achieved a provider engagement rate of 98%! This phenomenal result stands out and is a testament to a fundamental basis of Triple P implementation – training the right people in the first place.

Christian excelled in 2 key measures in Stay Positive regions:

- 67 of 69 accredited providers have logged onto and engaged with their supporting provider website and
- 68 of these providers (61 on the English site and 7 on the Spanish site) were promoted to the parent site map in order for Durham County parents to be able to locate them.

Christian's attention to the importance of early engagement and her persistence in ensuring providers use the tools and are visible to parents, is evidence of what can be achieved in just under a year.

Congratulations to Christian on her exceptional results! Parents, families and Triple P providers in Durham County will benefit from her dedication and hard work.

Division / Program: Dental Division—Mental Health First Aid Training
(Accreditation Activity 10.3 -Employ evidence-based health promotions/disease prevention strategies, when such evidence exists.

Program description

- Consistent with the County's Strategic Plan, Goal 2: Health and Well-being for All, Durham County has sent staff from various Departments (including the Dental Division) to become Mental Health First Aid (MHFA) trainers. These individuals will then train others in the MHFA model so that they may be able to offer help to a person experiencing a mental health issue or crisis. Similar to CPR, the first aid is given until appropriate treatment and support arrives.

Statement of goals

- To teach members of the County workforce and the public how to respond in a mental health emergency and offer support to someone that appears to be in emotional distress.

Issues

- **Opportunities**
 - Given that six (6) percent of all adults suffer from a serious mental illness (not including those experiencing mild or moderate forms), the County is now providing training for staff to prepare individuals to support those who might be in a crisis.
 - As more individuals are trained in MHFA, the better the chance to reduce the stigma associated with mental health problems.
- **Challenges**
 - Finding the most effective way(s) to offer the training, which can run up to nine hours. In addition, there have been some initial challenges identifying sites to host the sessions.

Implication(s)

- **Outcomes**
 - Trained individuals may be able to offer help to a person experiencing a mental health issue or crisis.
- **Service delivery**
 - As of this report, nearly 100 Durham County staff members have been trained in MHFA. This number will more than double by the end of the fiscal year.
- **Staffing**
 - Staff from all Departments have participated in the training.

Next Steps / Mitigation Strategies

- Trainings are being scheduled one time per month, and will continue in this manner for the next year.
- While the current training has focused on staff, it is desired to reach out to the larger community with these trainings.

Division / Program: Nutrition Division / DINE / Durham Diabetes Coalition—Food Day (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

- Food Day is a national event, occurring on October 24th each year, which inspires Americans to make positive changes to their diets and to our food policies.
- In recognition of Food Day 2014, the DINE team collaborated with the Durham Diabetes Coalition (DDC) and Inter-Faith Food Shuttle (IFFS) to conduct grocery store tours at a local Food Lion.

Statement of goals

- To increase nutrition knowledge of families living in Durham.
- To encourage simple behavior changes towards healthier eating habits and lifestyles.

- To provide a hands-on learning experience of selecting healthy yet affordable foods.

Issues

- **Opportunities**
 - The Inter-Faith Food Shuttle (IFFS) is a non-profit hunger-relief organization serving seven counties in central North Carolina.
 - By collaborating with the Inter-Faith Food Shuttle, DCoDPH nutritionists and health educators were able to utilize the IFFS's Share Our Strength's "Cooking Matters at the Store" curriculum, which comes with participant incentives including healthy eating booklets, reusable grocery bags, calculators, and \$10 gift cards for use during a hands-on learning experience.
 - The grocery store tour format for nutrition education provides a unique opportunity to connect with SNAP-eligible participants in a familiar setting where food choices are made on a weekly basis. By using real examples in the store, answering questions about personal food shopping choices, and actually helping participants shop for healthy foods, facilitators are able to gain insight about usual behaviors and target education based on the needs of the participants.
- **Challenges**
 - Time for grocery store tours:
 - Selecting the best time for the grocery store tours is challenging, as it needs to be during a low-traffic time for the store, but also be convenient for both participants and facilitators. Conducting the sessions during the middle of the day may prohibit some participants from being able to attend if they work during the day.
 - Some participants were unable to complete the entire session, which may be mitigated in the future by more deliberately communicating the full time commitment of the program.
 - Since the tour group is intentionally small to encourage dialogue, it can sometimes be difficult to balance teaching with comments/questions from participants, especially depending on the mix of participants in a group.
 - A few participants were Spanish-speaking, so having bilingual staff available was important in order to be able to include these individuals.

Implication(s)

- **Outcomes**
 - Provided three nutrition education sessions at the Food Lion store on Fayetteville Street in Durham on October 24, 2014.
 - Twenty-four adults participated in the sessions and completed the "\$10 Challenge" activity.
- **Service delivery**
 - Nutrition education was provided via grocery store tours. Small groups of participants were led around the store by facilitators (nutritionists and health educators), stopping in each section to discuss relevant nutrition topics. Participants learned key skills for healthy eating on a budget, such as reading food labels, comparing unit prices, finding whole grain foods, and identifying ways to purchase affordable produce. This format is designed to engage participants in conversation, using the array of food products at the store for hands-on learning. Additionally,

- informational handouts, recipes, and educational incentives reinforced the topics discussed.
- After the completion of the grocery store tour, participants were challenged to buy a healthy food item from each of the five food groups, all for under ten dollars. They put their new knowledge to work and with some guidance from the facilitators, filled their baskets with healthy foods and used their \$10 incentive gift card to make the purchase.
 - **Staffing**
 - Nutrition education was provided by three DINE nutritionists and a nutrition intern, in collaboration with two DDC health educators, one IFFS staff member and one IFFS volunteer.

Next Steps / Mitigation Strategies

- The DINE program will continue collaborations with the Durham Diabetes Coalition and the Inter-Faith Food Shuttle to deliver programming and promote healthy eating for families in Durham.
 - Additional grocery store tours are currently being planned in Durham for March 2015 to highlight and celebrate National Nutrition Month.
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Division / Program: Nutrition Division / DINE—Environmental Cues in Grocery Store (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 Healthy Environments is a community-based nutrition program aiming to increase low income residents' access to fresh fruits and vegetables and assist corner and grocery store owners in making changes to their facilities that promote healthy eating.
- Save-a-Lot is a grocery store located in East Durham on 812 Liberty Street since 2012. The USDA Economic Research Service considers this census tract a “food desert,” where a significant share of residents are low income and have low access to a grocery store.
- Assistance is given to grocery and corner stores to improve environmental cues that enhance visibility of healthy items and promote healthy eating.

Statement of goals

- To increase the visibility of healthy items in a grocery store in East Durham.
- To work with shoppers to be able to identify healthy items and prepare low cost healthy recipes through the establishment of a “healthy shelf,” shelf talkers, grocery store tours, taste tests, and recipe flyers.
- To encourage simple behavior changes towards healthier eating habits and lifestyles.

Issues

- **Opportunities**
 - Save-a-Lot is located in an area that provides an opportunity to reach low income Durham residents where they shop for groceries.
 - DCoDPH staff has an existing relationship with store management that creates opportunities for communication with the store. Save-a-Lot management has been amicable to setting up a healthy shelf, putting up shelf tags identifying healthy choices, and conducting in-store events such as tours and taste tests.
- **Challenges**
 - Using CDC healthy vending guidelines to select healthy snack items available in the store limited the selections available for the designated shelf.
 - Because Save-a-Lot is a national chain and not independently owned, more intensive changes within the store such as offering new healthy products or moving less healthy items to lower visibility areas are subject to corporate approval.

Implication(s)

- **Outcomes**
 - In October of 2014, Save-a-Lot regional management agreed to partner with DCoDPH to put a “healthy shelf” in the front of the store with signage that is visible to shoppers at the entrance.
 - DCoDPH employees inserted healthy choice tags under 31 food items within 15 food categories throughout the store (examples include whole grain breads, high fiber cereals, low sodium vegetables, and fruits with no added sugars).
- **Service delivery**
 - Environmental cues will be maintained at regular intervals by the DINE Healthy Environments nutritionist.
 - Save-a-Lot staff will be guided by the DINE Healthy Environments nutritionist on which items go on the healthy shelf in order to make the shelf a permanent infrastructure of the store.
- **Staffing**
 - DINE Healthy Environments nutritionist.

Next Steps / Mitigation Strategies

- Continue working with Save-a-Lot to maintain the current environmental cues and deliver programming in the future such as tours and taste tests and promote healthy shopping and eating for families in East Durham.
- Collect feedback from store management about sales of healthy items, as well as survey feedback from shoppers about the environmental cues as part of an evaluation plan
- Conduct grocery store tours with a nutrition lesson, followed by a guided tour of healthy items located throughout the store.

Division / Program: Nutrition Division / DINE—Take a Loved One to the Doctor Event (Accreditation Activity 10.1 -Develop, implement, and evaluate population-based health promotion/disease prevention programs and materials for the general public.)

Program description

- A “Take a Loved One to the Doctor” event was held on Saturday, November 1, from 10am – 2pm in the Human Services Building. The free event featured cooking and fitness demonstrations, health screenings, and activities for children.

Statement of goals

- To increase the nutrition knowledge of Durham families by providing nutrition and health information, budgeting techniques, recipes, and resources.
- To demonstrate how to prepare healthy holiday dishes.
- To encourage simple behavior changes towards healthier food selection, cooking, and eating.

Issues

- **Opportunities**
 - Partnership with other programs within DCoDPH and the community allowed DINE nutritionists the opportunity to expand their reach to SNAP participants.
 - Radio spots allowed increased reach for DINE program messages.
 - The DINE display table during the event offered a chance to distribute information on the Farmers’ Market Double Bucks program, a program created by a collaboration among local groups including DCoDPH and the Farmers Market.
- **Challenges**
 - As with any health fair, anticipating numbers of participants presented a challenge for planning.
 - Providing a “cooking demonstration” in a space in which no cooking is allowed may have decreased the effectiveness because the process can only be discussed, not fully performed.
 - To be eligible for certain drawings, event attendees were given a card that required signatures the listed vendors, which may have created more traffic to the displays of vendors listed on the card. DINE may have had a greater reach had it been listed on the vendor card.

Implication(s)

- **Outcomes**
 - At least 70 people approached the DINE table and engaged in discussion about MyPlate and healthy eating. Some also discussed the Farmers Market Double Bucks program.
 - Cooking demonstrations attracted crowds of about 20-30, most of whom took home recipes as well as verbal tips about preparing healthy holiday dishes.
- **Service delivery**
 - DINE nutritionists provided three cooking demonstrations -- Kale Salad, Sweet Potato Soup, and Apple Crisp. Recipes and taste tests were provided to participants with each demo.
 - DINE nutritionists also staffed a “MyPlate” nutrition display table where they were able to interact with participants through an educational “build a MyPlate” game and distribute educational handouts.
 - Handouts on the Farmers Market Double Bucks program were also distributed.

- **Staffing**
 - The cooking demonstrations and nutrition display table were staffed by four nutritionists from the DINE program.

Next Steps / Mitigation Strategies

- Continue to partner with other DCoDPH programs in order to bring nutrition information to this event in the future.

Division / Program: Nutrition Division /Clinical Nutrition— Nutrition Services for Spanish Speaking Clients

(Accreditation Activity 9.6 –Assure that information disseminated by the agency reflects the cultural and linguistic character of the local population as required by Title VI of the Civil Rights Act.)

Program description

- DCoDPH Nutrition Clinic provides medical nutrition therapy (MNT) to Spanish speaking clients.

Statement of goals

- To make MNT readily available to clients whose primary language is Spanish
- To support the County’s Strategic Plan, Goal 2: “Health and Well-being for All”, by providing MNT, both in English and Spanish, from Registered Dietitians with the most current knowledge and expertise in nutrition management of disease prevention/ treatment

Issues

- **Opportunities**
 - Approximately 13% of residents of Durham County are Spanish speakers (2013 State of the County Health Report).
 - Among Hispanics living in the U.S., 12% have diabetes and are at risk for complications of diabetes. Obesity and physical inactivity are the main risk factors for diabetes among Hispanic Americans.
 - Approximately 40 - 50% of clients referred to the DCoDPH Nutrition Clinic speak Spanish as their primary language.
 - Hispanics referred for nutrition services are more likely to see a nutritionist if the service provided will be conducted in Spanish.
- **Challenges**
 - A bilingual processing assistant in the Nutrition Clinic to greet clients and attend to their needs on the day of the appointment would be ideal.

Implication(s)

- **Outcomes**
 - Approximately 60 Spanish speaking clients are seen for MNT in the Nutrition Clinic monthly.

- Of the Spanish speaking clients seen for nutrition counseling, approximately 90% have a diagnosis of diabetes, pre-diabetes or overweight.
- Providing services in Spanish aids the Health Department's efforts to increase both patient compliance and satisfaction in optimal health maintenance.
- **Service delivery**
 - The Nutrition Clinic provides counseling Monday through Friday from 8:30am-5:00pm and on Tuesday until 7:00pm by appointment.
- **Staffing**
 - A bilingual nutritionist provides counseling in both English and Spanish but focuses on Spanish speaking clients.
 - Interpreters or the language line is available to assist non-bilingual nutritionists when counseling Spanish-only speaking clients.
 - A bilingual office assistant in the Nutrition Division assists in scheduling Spanish-only speaking clients.
- **Revenue**
 - Fees for MNT are based on a sliding scale fee and Medicaid and other 3rd party reimbursement sources are billed if applicable.

Next Steps / Mitigation Strategies

- Continue to provide MNT to Spanish-only speaking clients in Durham who have limited access to MNT services.

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**
 - No media advisories/releases were disseminated during November; however, staff responded to five (5) direct (unsolicited) inquiry from reporters, which is definitive proof that the Department is a solid and trusted source for health information in Durham County and throughout the region. In all, a total of 29 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](#), Ebola response (1, 2, 3, 4) Ebola outreach (1, 2), the start of Affordable Care Act enrollment (1, 2, 3), healthy eating at Thanksgiving, and restaurant inspection scores. (**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**)
 - During the month, the Department Communications Manager met and worked with internal and external stakeholders to develop relevant and up-to-date web content and signage to educate staff, visitors, and county residents about Ebola. (**Accreditation Activity 10.2 -Health Promotion –Disease Prevention, 21.2 -Make Available Information About LHD Programs, Services, Resources**)
 - The Department Communications Manager attended the day-long monthly Central Region Preparedness Meeting on November 20. This meeting was specifically opened to the region’s Public Health PIOs, to discuss strategies and review CDC Crisis/Risk and Emergency Communication guidelines. (**Accreditation Activity 6.2 - Role in County Emergency Operations Plan, 6.3 -Participate in Regional Emergency Preparedness Exercise), 7.6 -Testing of Public Health Preparedness Response Plan**)

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: Health Education / Nutrition/ Administration / Durham Diabetes Coalition Take a Loved One to the Doctor Day Event

(Accreditation Activity 10.1 the local health department shall develop, implement and evaluate population-based health promotion/disease prevention programs and educational materials for the general public)

Program description

- In observance of Diabetes Awareness Month, Durham Diabetes Coalition and DCoDPH partnered with Radio One Raleigh to host a combined *RWJF Culture of Health* prize Celebration and Take a Loved One to the Doctor event at the Human Services Building, November 1, 2014 from 10am-2pm. The theme of this year's event was "Your Health Matters."

Statement of goals

- To raise awareness of diabetes and the many people impacted by the disease.
- To link individuals to available community resources.
- To celebrate Durham County being recognized as one of six national winners of the *RWJF Culture of Health* prize.

Issues

- **Opportunities**
 - Event was scheduled on a Saturday in an effort to reach individuals who may be unable to participate in events during the work week.
 - The Partnership for a Healthy Durham expanded the event to embody a "culture of health" by funding bags of local produce for attendees who visited booths and raffling off three children's bicycles. The Divas and Dude (a senior citizen cheerleading group) also participated showing that seniors can be physically active.
 - Department of Social Services agencies participated in this year's event for the first time.
- **Challenges**
 - Due to poor weather, participation may have been adversely impacted.

Implication(s)

- **Outcomes**
 - A total of 233 community members registered at the event (158 adults, 75 children). Event began with the RWJF celebration ceremony. Thirty-one (31) community members were present for the ceremony.
 - Free screenings (diabetes, blood pressure, HIV/STI) and flu shots were provided along with community information and resources, fitness and cooking demonstrations, fresh produce and giveaways for adults and children.
 - Four (4) fitness and three (3) cooking demonstrations were offered. Fifty-six (56) participated in the fitness demonstrations while 86 participated in the cooking demonstrations.
 - Forty-nine (49) participants received an A1C screening. Results showed 25 screened had normal values, 17 had pre-diabetes and 7 had diabetes. Twenty-two (22) participants received a flu shot. Six (6) participants were tested for HIV/Syphilis/Hepatitis C. Five (5) were tested for Gonorrhea/Chlamydia. (Blood pressure data not available.)

- 20 live radio interviews were conducted with community stakeholders.
- **Service delivery**
 - DDC utilized radio ads, the DDC website, Facebook and Twitter pages to promote and provide event information, and updated the community on coalition activities.
- **Staffing**
 - The DDC Health Education Specialists and the Information and Communications Specialist led the event planning and staffed the event.
 - Other public health staff participated in the event as vendors.
- **Revenue**
 - RWJF provided \$3,000 to fund the celebratory event. DDC also funded the event.

Next Steps / Mitigation Strategies

- A variety of health events will occur throughout the month of November.
- Neighborhood outreach will continue in targeted neighborhoods.

Division / Program: Health Education / Partnership for a Healthy Durham
(Accreditation Activity 1.1 – The local health department shall conduct a comprehensive community health assessment every 48 months; Accreditation Activity 19.2- include linguistically and culturally representative persons in planning (a) and implementing programs (b) intended to reach underserved population groups.)

Program description

- Community input sessions were held as a part of the community health assessment to gather ideas on the best ways to address Durham’s health priorities.

Statement of goals

- To host community conversations and rank ideas to address health priorities
- Use community input to guide Community Health Improvement Plans
- Recruit more community members to join Partnership for a Healthy Durham

Issues

- **Opportunities**
 - Use existing community meetings to solicit input
 - Use members of the Partnership for a Healthy Durham to lead input sessions
 - Create more robust, community-driven health improvement plans
 - Collect participant information and email results thus creating a better feedback loop and invitation to participate in future events and meetings.
- **Challenges**
 - Some facilitators used a different methodology for gathering input
 - The Partnership for a Healthy Durham Coordinator position was vacant while the majority of input sessions were held

Implication(s)

- **Outcomes**
 - A total of eight sessions were held reaching 205 community members in October and November. The topics included obesity/chronic illness, access to healthcare, HIV/STIs, poverty, substance abuse and mental health.
 - One session was held in Spanish.
 - Each session was summarized and votes were tallied for the best strategies.
- **Service delivery**
 - A standard presentation was developed which gave an overview of the Partnership for a Healthy Durham, the community health assessment and current ways that that specific health priority was being addressed. Participants then broke into small groups and wrote their ideas on large sheets of paper. The ideas were shared and then each participant had three votes.
- **Staffing**
 - The Health Education Director coordinated the effort and received support from Duke Medicine Division of Community Health and other Partnership for a Healthy Durham members.

Next Steps / Mitigation Strategies

- The input sessions were summarized and presented to the Partnership for a Healthy Durham and the Board of Health. They will also be included in the community health assessment document.
- Committees will review the summaries when drafting Community Health Improvement Plans in early 2015.