

Health Director's Report
March 12, 2015

Division / Program: Give Kids a Smile Event (Free Dental Clinic)

(Accreditation Activity 20.1- The local health department shall collaborate with community health care providers to provide personal and preventative health services.)

Program description:

- The annual Give Kids a Smile Program was held on Friday, February 6, 2015, providing free exams and services to youth under 21 years of age.

Statement of goals:

- Promote good oral health in children 0-20, and to provide oral health instruction to patients and their families, as well as the community at large (through press releases and media coverage of the event).

Issues

- **Opportunities**
 - Dentists from the community participated in the event, including Dr. Edward Clemmons (and assistant), Dr. Julie Witte (and assistant), Dr. Yvette Thompson, and Dr. Ted Brooks. UNC faculty taking part in the event included Dr. Diane Dilley and Dr. Felecia Swinney. In addition, six residents from UNC participated.
 - The Department's Director of Dental Practice, Dr. Miriam McIntosh joined in the event.
 - Numerous members of the Nutrition Division were available to answer questions and provided brief 1:1 appointments upon request.
 - Uninsured children, some of whom had not been to a dentist in years, were able to receive x-rays and screenings.
- **Challenges**
 - There were more dental providers than assistants, which caused some delays in treatment (i.e. waiting for x-rays to be completed).

Implication(s)

- **Outcomes**
 - The clinic was well-attended, though numbers were down slightly due to "no-shows". Numerous parents expressed their appreciation to the dental staff.
 - The event was covered by two media outlets (newspaper and television).
 - The Dentists expressed their interest in participating in future events.
- **Service delivery** – The event ran from 8:30 a.m. – 4 p.m. and 51 patients were treated. Patients received x-rays and exam, and some received sealants.
- **Staffing**- Four dental assistants, one hygienist, Director of Dental Practice, Division Director, Van Coordinator, and two front desk staff assisted with the event.
- **Revenue** – The Division provided the community with \$8,000 worth of services.

Next Steps / Mitigation Strategies

- The Dental Division will host the next GKAS event on February 6, 2016.
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Division / Program: Nutrition/ DINE/Attendance at National SNAP- Ed Conference
(Accreditation Activity 10.2 - The local health department shall 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 is a DCoDPH school and community-based nutrition education program funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and Durham County and targeting Durham County SNAP-eligible families.
- ASNNA (Association of SNAP-Ed Nutrition Networks and Other Implementing Agencies) is the professional organization that brings together SNAP-Ed Implementing Agency administrators and leaders to promote communication between federal and state agencies and to share best practices that encourage SNAP recipients and others to incorporate the Dietary Guidelines in developing healthier lifestyles.
- ASNNA Winter Conference was a national gathering of ASNNA representatives to allow education, sharing of resources, and networking. It also provided an opportunity for some to connect with their Senators and Representatives to do education around nutrition and policy (although the DINE representative was unable to participate in this).

Statement of goals:

- Learn more about SNAP-Ed programs in other regions of the country to get ideas for what might work in Durham
- Learn about issues that affects SNAP-Ed funding, regulation and direction (what is expected of SNAP-Ed programs)
- Network with other SNAP-Ed programs to gain from each other's knowledge and consider how to work more effectively together

Issues

- **Opportunities**
 - Participating in the ASNNA conference allowed the DINE representative to learn about SNAP-Ed programs beyond the local region in terms of their planning, implementation, and evaluation.
 - Participation also allowed opportunities for both informal and formal networking, which allowed participants to identify areas of common interest and ways programs may work together to support multiple SNAP-Ed programs, whether with joint programming or shared ideas.
- **Challenges**
 - SNAP-Ed funding flows through the state, and states vary in their regulations and expectations. Some of what was learned/done at this conference may not work in North Carolina. It will be important to consider the state context before undertaking any new ideas.

Implication(s)

- **Outcomes**
 - Participant gathered ideas for communicating program outcomes briefly and clearly to stakeholders.
 - Participant began to learn about the concept of collective impact, the result of communication and coordination of messages across sectors rather than from just single organizations.
 - Participant began to learn about an evaluation framework for SNAP-Ed Nutrition, Physical Activity, and Obesity Prevention Outcomes.
- **Service delivery**
 - No immediate changes.
 - At this point long-term planning is needed to consider and implement some of the ideas received from around the country.
- **Staffing**
 - No changes in staffing are anticipated.

Next Steps / Mitigation Strategies

- The DINE program, in concert with other SNAP-Ed implementing agencies across North Carolina, will focus more on the collective impact gained by sharing uniform, multi-layered messages and possibly programming across the state.
- In a similar vein, DINE will continue to work with other sections of DCoDPH and Durham County and community groups to consider ways to coordinate creative, effective, and efficient messaging and programming that builds on the strengths of each agency/group.
- Using tools and ideas from the ASNNA conference, DINE will continue to consider and pilot better methods of evaluating program impact.
- DINE will experiment with better ways to briefly and effectively communicate program outcomes to stakeholders.

Division / Program: Nutrition Division / Clinical Nutrition Team Access to Medlink (Accreditation Activity 32.2 - Ensure that staff are able to use the management information system to participate in electronic communications and public health program implementation.)

Program description:

- The Clinical Nutrition staff of the Durham County Department of Public Health (DCoDPH) has gained access to Medlink, a portal to Duke Healthcare's electronic medical record (EMR), Epic.

Statement of goals:

- Increased access to patient's medical record (diagnoses, laboratory results, etc.) will improve delivery of medical nutrition therapy (MNT) and diabetes self-management education (DSME) services

- Improved communication with partner healthcare providers via Medlink's messaging system will improve care provision.

Issues

- **Opportunities**
 - Improved access to patient medical records will influence provision of MNT and DSME. Currently the registered dietitian (RD) providing service may only have access to a patient's diagnosis prior to an initial assessment. The RD can complete a more thorough nutrition assessment, care plan, and counseling if the patient's complete medical record is available.
 - Increased communication to referring providers via Medlink's messaging system will afford the RD the opportunity to alert the provider of any immediate concerns regarding patient care.
- **Challenges**
 - To date, the percentage of partner providers utilizing the messaging capabilities within Medlink is unknown.
 - DCoDPH providers are unable to chart in the Epic medical record thus limiting the amount of information shared.

Implication(s)

- **Outcomes**
 - The Clinical Nutrition team now has access to and has been trained in use of Medlink.
 - On February 4, 2015 the Clinical Nutrition team met with representatives from Duke to discuss ways access to Medlink can positively impact patient care and collaboration between community partners in care provision.
- **Service delivery**
 - The Clinical Nutrition team maintains a clinic at the DCoDPH and offers home visits to children with special needs.
- **Staffing**
 - The clinical team consists of 4.52 FTEs (RD's) who provide MNT and DSME.
- **Revenue**
 - MNT and DSME are billable services. DCoDPH nutritionists are providers for BCBS, Duke Select/Basis, Medicaid, and Medicare Part B. Services provided to children under the age of 21 not covered by third party payers are reimbursed through a grant from the North Carolina Department of Health and Human Services. Adults over the age of 21 not covered by third party payers are billed using a sliding scale fee. Each additional referral from community partners serves as a potential source of income for DCoDPH.

Next Steps / Mitigation Strategies

- Utilization of Medlink will improve patient care by tailoring individual patient needs based on detailed information available within the complete EMR. Communication with partner healthcare providers will improve as the Medlink messaging system is utilized.
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Division / Program: Administration / Communications and Public Relations

Program description:

- The Communications and Public Relations 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:

- Increase the public's awareness and understanding of important health information and the Department of Public Health's programs and services availability
- Increase the public's utilization of the Department of Public Health's programs and services.
- 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 communications and public relations, 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**
 - Communication surrounding various 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**
 - For the month, three media advisories/releases were disseminated and staff responded to four direct (unsolicited) inquiries from reporters. A total of 23 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, our annual Give Kids A Smile day (1, 2, 3) the launch of the Fresh Foods Prescription program in the Maternity Clinic, Affordable Care Act deadline countdown, 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)

Next Steps / Mitigation Strategies

- Continue building/developing various communication channels as well as the Department of Public Health's delivery of information and communications.
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Division / Program: Health Education / National Condom Day 2015 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 National Condom Week 2015, the Health Education Division partnered with DTLR, a nationwide urban shoe & clothing store in Northgate Mall. DTLR has an extensive outreach sector within their organization that hosts a plethora of events and volunteer driven initiatives to uplift their community. The National Condom Week event was held in front of the DTLR location in Northgate Mall Saturday, February 14, 2015 from 12pm-4pm.

Statement of goals:

- Raise awareness about HIV/STI's and the many people impacted by the diseases.
- Address and reduce the stigma of HIV and other sexually transmitted infections.
- Raise awareness about the benefits of using a condom for all sexual encounters.
- Improve education about proper condom use, pregnancy prevention, and HIV/STI's.
- Distribute free condoms to anyone and schedule testing appointments.

Issues

- **Opportunities**
 - Condom distribution is an evidence-based practice that decreases the spread of sexually transmitted infections. Health educators funded by State Agreement Addendum 534 (Integrated Targeted Testing Services) are also required to distribute 25,000 condoms to individuals at high risk for HIV/STDs.
 - Collaboration with a local business in Durham Community that serves a high volume of young African Americans & Latinos. These groups are disproportionately impacted by HIV and STDs.
- **Challenges**
 - Due to space issues we had to set up outside of the store instead of inside the store. This actually enhanced our event because we were able to attract DTLR customers as well as customers of other stores that may have not seen us otherwise.

Implication(s)

- **Outcomes**
 - Approximately 200 customers visited our table at the National Condom Day Event.

- Free condoms along with other HIV/STI and pregnancy prevention information and resources were distributed to customers at the National Condom Day Event.
- **Service delivery**
 - Flyers, social media advertisement, radio announcements and word of mouth from health department and DTLR employees were used to promote and provide event information.
- **Staffing**
 - Public Health Education employees Dennis Hamlet and Paul Weaver led the event planning and staffed the National Condom Day event.

Next Steps/ Mitigation Strategies

- Start planning for 2016 National Condom Day Event – possibly do HIV/STI screening at next year’s event.
- Keep DTLR updated about event details since they expressed interest in partnering again.

Division / Program: Health Education / Health Promotion and Wellness
(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:

- United States Public Health Service (USPHS) Commissioned Corps Day of Service
- Members of the USPHS and the Durham County Department of Public Health collaborated to take part in a day of service which included:
 - A cigarette butt clean-up project at sites in Durham County including the Durham Area Transit Authority bus station and the grounds surrounding the Human Services Building;
 - Smoking Cessation “Walk and Talk”;
 - UNC School of Public Health Presentation; and
 - Special Needs Presentation: Emergency Preparedness training for people with access and functional needs

Statement of goals:

- Host USPHS members in performing community service locally
- Perform cigarette waste cleanup at specified sites in Durham
- Show where the Board of Health Smoking Rule has the greatest impact

Issues

- **Opportunities**
 - Reduce cigarette waste and improve appearance at Durham County Human Services Building, along community sidewalks and transportation station grounds
 - Create opportunity for USPHS and Public Health personnel to create visible community outreach activity.
 - Implement the emergency preparedness training using Medical Reserve Corps (MRC) volunteers.

- **Challenges**
 - The number of USPHS volunteers that arrived was lower than originally planned
 - Emergency Preparedness participants verbally expressed that the training was “too elementary” and did not provide “real life” examples. Several gave suggestions to modify the training for specified settings such as low income housing areas.

Implication(s)

- **Outcomes**
 - Two groups conducted the cigarette butt cleanups at the transportation station, Human Services Building and areas enroute to a local grocery establishment. Approximately 5250 cigarette butts were collected.
 - 6 participated in the “Walk and Talk”
 - 51 Morreene Road residents participated in the emergency preparedness training.
- **Service delivery**
 - Health Department staff worked with USPHS to organize and implement successful day of service event
- **Staffing**
 - Mel Downey-Piper and Joanie Ross along with members of the USPHS performed cigarette butt clean up. Willa Allen led the Walk and Talk.
 - Joyce Page coordinated the emergency preparedness training, logistics and recruited participants.

Next Steps / Mitigation Strategies

- This was a one-time event