

**Health Director's Report  
January 14, 2016**

**Division / Program: Nutrition Division/Clinical Nutrition Team/Medical Nutrition Therapy (MNT) for Elevated Lead Levels**

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

**Program description**

- The North Carolina Lead Testing and Follow-Up Manual states that nutrition assessments are to be conducted on children with elevated blood lead levels ( $\geq 5 \mu\text{g/dL}$ ).
- Durham County's Department of Public Health (DCoDPH) provides medical nutrition therapy to infants and children birth to 21 years. The registered dietitian/nutritionist is trained to conduct in depth interviews to learn not only what, where, and how much food an individual has eaten but also to investigate the source of a toxic lead exposure. Questions covering topics of handwashing habits, use of traditional medicines and cosmetics, and food serving and storage containers are routine when interviewing a family with a lead-exposed child.

**Statement of goals**

- Minimize impact of lead exposure to children through a diet that includes frequent meals and snacks and meets recommendations for iron, calcium, zinc and vitamin C.
- Identify source of lead exposure and eliminate it.

**Issues**

- **Opportunities**
  - The diverse population of Durham County, which includes immigrants and refugees, reminds those who practice in public health that children can be exposed to lead from sources other than paint, mini-blinds and batteries. For example, a child with elevated lead levels, from Afghanistan had been living for 2 years in a relatively new, probably lead-free apartment. The family, however, used imported spices in cooking. Wake and other health departments had reported high lead levels in spices used by families from Afghanistan, Pakistan and India. Asafoetida was found with lead, along with garam masala and other curries, turmeric, and chilies.
- **Challenges**
  - Food and seasonings used in family treasured dishes are important pieces of a culture that may be all a family has from a home they were forced to escape. Our responsibility is to respect that, avoid taking that away if possible, and yet protect children from lead toxicity.

**Implication(s)**

- **Outcomes**
  - Nutrition plays a critical role in the interdisciplinary team that addresses lead toxicity. In some cases the nutritionist can identify the source of lead exposure. In every case the nutritionist can offer education to reduce the risk of further lead exposure.
- **Service delivery**
  - The Nutrition Clinic is open for clients by appointment and for consultations during normal business hours of DCoDPH.
  - Nutrition assessments and education are offered to families of children with elevated lead levels.

- **Staffing**
  - The DCoDPH Clinical Nutrition staff includes 6 Registered Dietitians who are able to provide nutrition services - MNT and nutrition consultation.
- **Revenue**
  - MNT for children is a billable service. Fees are based on a sliding scale fee. Medicaid, 3<sup>rd</sup> party reimbursement sources, and the Special Nutrition grant for medical nutrition therapy are billed as applicable.

### **Next Steps / Mitigation Strategies**

- DCoDPH's Nutrition Clinic will continue to address identified health risks of elevated lead in Durham County. Emphasis on limiting the impact of and the prevention of further lead exposure is integral in the treatment and education plans for all children referred for elevated lead levels. Inquiries about seasonings and spices will be addressed in interviews.

**Division / Program: Nutrition / DINE / Nutrition Education for Children with Autism**  
**(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 school- and community-based nutrition education program targeting SNAP-eligible Durham families.
- The DINE School Team provides nutrition education, taste tests, cooking demonstrations and/or cooking classes to qualifying Durham Public Schools (DPS) schools (those with 50% or more of their students receiving free/reduced lunch).
- Starting in October, students from CC Spaulding's Autism (AU) Pre-kindergarten class began a nutrition series, in order to learn about healthy eating, explore different foods, and improve self-feeding skills. (3 lessons completed, 5 more planned for the spring session)

### **Statement of goals**

- Increase exposure to healthy foods, like fruits and vegetables.
- Decrease aversions to foods with varied textures and shapes.
- Increase students' self-feeding capabilities with utensils, plates, and cups.
- Reduce risk of obesity, overweight, and other chronic disease related to people with autism.\*

(Recent studies have shown that many chronic conditions are more common in adults with autism spectrum disorders [ASD], like gastrointestinal and sleep disorders, obesity, dyslipidemia, hypertension, and diabetes. The connections among the diseases is still unknown and research is limited. Many ASD adults do not smoke or drink, therefore diet is a major target in current studies.)

## Issues

- **Opportunities**
  - Recent prevalence data from the Centers for Disease Control and Prevention National Health Information Survey published November 2015 suggests an autism prevalence of 1 in 45 children age 3 to 17 years.
  - ASD often leads to a multitude of food aversions and disordered eating patterns, but practice with healthy eating, food preparation, and meal time routines has been shown to improve these behaviors in some children.\*
  - CC Spaulding has sought nutrition guidance and instruction for a small AU Pre-K classroom.
  - DINE nutritionists do not often work in Pre-K classrooms or with the ASD population, but due to CC Spaulding's return to the DINE program after many years and the enthusiasm of the Pre-K teachers, this opportunity was created.
- **Challenges**
  - The DINE Elementary School Nutritionist assigned to CC Spaulding Elementary has limited experience working with EC students, especially those with ASD.
  - The current DINE elementary school curriculum is not appropriate for the ASD population, and is especially challenging due to the group's young age as well.
  - The AU Pre-K students vary across the autism spectrum and often do not work well in groups, which makes lesson and activity planning more difficult.
  - Materials, lessons, and resources for the ASD population, specifically those related to nutrition education in the classroom setting, are limited.

*\*Supporting materials available*

## Implication(s)

- **Service delivery**
  - Three nutrition education lessons were carried out from October to December 2015 at CC Spaulding Elementary.
  - Nutrition lessons included:
    - Hand-washing with song (at start of every class)
    - Nutrition activity (book reading, matching games, crafts, dancing, etc.)
    - Food preparation (popped popcorn and built fruit kabobs)
    - Snack time (students ate as a group at the table)
- **Staffing**
  - One DINE elementary school nutritionist collaborated with the DINE preschool nutritionist to research the nutrition needs and barriers for the ASD population and investigate best practices in learning theory and nutrition education in AU classrooms.
  - One clinical nutritionist, who has a focus in infant and child feeding and a strong knowledge of the ASD population, provided guidance in the lesson plan and activity development.
  - Two EC/AU Pre-K teachers provided feedback on activities appropriate for their classrooms. The AU Pre-K teacher and her two teacher assistants provided in-classroom support with the students.
- **Revenue**
  - No revenue is generated through this educational outreach.

## **Next Steps / Mitigation Strategies**

- The last three nutrition lessons have helped the DINE school nutritionist to acclimate to the classroom setting and gain a better understanding of the students' capabilities and frustrations. The next steps will be to plan nutrition lessons that include:
    - Hands-on learning
    - Few transitions between activities
    - Slow integration of group work
    - Photographic cues
    - Step-wise lessons with repetition
  - The major focus of the spring nutrition lessons will be more exposure to healthy foods, hands-on food preparation, and practicing fine motor skills, in order to improve self-feeding and writing skills.
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## **Division / Program: Nutrition / DINE / Culinary-Based Nutrition Education with Creekside Elementary ESL Class**

**(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 school- and community-based nutrition education program targeting SNAP-eligible Durham families.
- Cooking-based nutrition education was provided by DINE to students in the English as a Second Language (ESL) for Newcomers and Students with Interrupted Formal Education (SIFE) program at Creekside Elementary School in December 2015.
- The ESL program in Durham Public Schools (DPS) provides English Language Learners the opportunity to participate effectively in the regular instructional program by providing specialized instruction and language assistance services. ESL for Newcomers and SIFE is specifically for refugee students and students who are new to both the American school system and the English language.

### **Statement of goals**

- Increase the nutrition awareness and basic cooking skills of elementary school students in Durham.
- Work with students to develop and practice food preparation techniques, reading directions and teamwork.
- Provide hands-on learning around food to familiarize students with sequencing words, names of ingredients and verbs.

### **Issues**

- **Opportunities**
  - Creekside Elementary School is not typically served by the DINE program, and falls slightly under the qualifying criteria of the grant-funded program, which requires >50% of students to be eligible for free- or reduced-price lunch. Through support from Durham County, the DINE program is able to provide limited services to this unique group of deserving students.

- The connection with the ESL instructor and this support from the County allowed for an opportunity to expand the reach of the DINE program, and promote healthy eating and cooking skills while also supporting the needs and goals of Durham Public Schools.
- **Challenges**
  - Most of the students in this program arrived in September of this year, and a couple even arrived just in December. They are from a variety of African, Asian and Central American countries, and speak various languages. The extremely limited English skills of the students posed a challenge. However, using lesson materials comprised mainly of pictures and simple wording, along with the hands-on approach of the cooking class facilitated learning.
  - Due to the language barriers, distributing materials to the students' parents was not possible.

### **Implication(s)**

- **Outcomes**
  - One culinary-based nutrition class was provided to the ESL for Newcomers and SIFE class at Creekside Elementary in December 2015.
  - The one-hour class reached seventeen (17) students who would not have otherwise received DINE nutrition education programming.
  - The instructor stated in an email after the class: "This group of students at Creekside really need hands on learning experiences like your cooking class to learn more effectively. I was also impressed how well our students participated in the cooking activity with their limited English skills. I think your curriculum made it easier for the newcomers to participate!"
- **Service delivery**
  - The session included a brief introduction about nutrition and an explanation of proper measuring techniques, followed by the students working together to prepare a recipe. Food safety was also discussed and demonstrated. After cooking, the students ate together and were given a copy of the recipe.
- **Staffing**
  - The educational session was provided by a DINE nutritionist, in collaboration with two DPS teachers at Creekside Elementary.
- **Revenue**
  - No revenue is generated through this educational outreach.

### **Next Steps / Mitigation Strategies**

- The DINE program will continue collaborations with the ESL for Newcomers and SIFE program at Creekside Elementary to deliver special educational opportunities, and help promote healthy eating for students and families in Durham.

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**Division / Program: Community Health Division/ School Health**  
**(Accreditation Activity 12.3-The local health department shall participate in a collaborative process to implement population-based programs to address community health problems.)**

## **Program description**

The School Health Program's Supervision/Special Projects Team and the Durham Public Schools (DPS) Public Health Liaison Team have developed a joint Public Health-DPS School Health team to generate plans for cross agency collaborative nursing projects for the 2016-2017 school year.

## **Statement of goals**

- Develop standards for system-wide consistency in the care and delivery of specific student health services.
- Develop common nursing goals and to strengthen intra-agency collaborations.
- Take a leadership role in identifying and planning the provision of nursing services to meet the physical and mental health needs of students and families, and collaborating with parents/guardians and community agencies.

## **Issues**

- **Opportunities**
  - Individual and school staff trainings will be planned, utilizing system-wide nursing standards, and provided for school staff who provide health services for students during the school day. These trainings will 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.
  - Trainings will address staff and students in the Exceptional Children's Program and students and staff in regular classroom settings.
- **Challenges**
  - Fifteen (15) Public Health School Nurses provide general and Exceptional Children's school health services for forty-six (46) Durham Public Schools. Four (4) DPS nurses provide services to fifty-four (54) select students in Exceptional Children's classrooms. Six (6) DPS School Nurses work in six (6) Child & Family Support Team Schools (CFST). Common areas of practice at this time are limited to individual and school staff trainings, and special projects (Tdap-Meningitis Clinic, Epi-Pen training, other training opportunities) and school and community events.

## **Implication(s)**

- **Outcomes**
  - Public Health School Nurses and DPS nurses will facilitate health promotion and early intervention and remediation of health problems within DPS schools. Methods used will include early identification of health concerns/issues, the provision of health services and care coordination for students diagnosed with 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
- **Staffing**
  - Public Health School Nurses
  - Durham Public School Nurses

## **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.
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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**
  - As of December 23, two (2) general public health media releases or advisories were disseminated. Staff have also responded to three (3) direct (unsolicited) inquiries from reporters. A total of 35 media pieces featuring or mentioning the Department have aired (television), been printed in the news, or were posted to the web by local media during the month.  
Topics and issues covered include:

- Extensive coverage of World AIDS Day activities and Durham’s #3 ranking of new HIV infections in North Carolina. Of significance, the Durham Herald-Sun’s front page photo from the World AIDS Day observance appeared in the print and online editions of USA Today<sup>(1)</sup>;
  - Holiday food advice for diabetics;
  - Eating mindfully during the holidays;
  - An upcoming distribution of free radon kits to residents;
  - A call for the investigation of conditions at the Durham County Jail, of which Public Health’s oversight of medical and mental health services was mentioned;
  - County government holiday operations, mentioning contact procedure for after hours or public health emergencies;
  - December’s *My Carolina Today* segment, focusing on staying fit during the holidays;
  - Partnership for a Healthy Durham column in the Herald-Sun, focusing on mental health during the holidays; and
  - Weekly restaurant inspection scores.
- Two additional articles on the Public Health Director’s health priorities for 2016 and changes to the Board of Health Smoking Rule (addition of e-cigarettes) are currently scheduled to run before the end of the month.

**(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.

#### **Division/Program: Administration/Cultural Competency Presentations to Community Partners**

**(Accreditation Activity 11.2: The local health department shall involve community members in assessing, setting priorities and establishing desired outcomes for addressing community health issues and needs.)**

#### **Program description**

- The Deputy Public Health Director for Clinical Services and Communications fulfilled three requests from external community partners to present on cultural competency:
  - December 4, 2015 – Lincoln Community Health Center at its leadership team retreat. (30 attendees)
  - December 8, 2015 – Shift NC at its all-staff professional development training. (20 attendees)
  - December 12, 2015 – PAC 4 monthly meeting (50 attendees, comprised of law enforcement, community, and local governmental agencies)

#### **Statement of goals**

- Raise awareness of the role systems play as it relates to health disparities.



- Use this shared analysis collaboratively as a catalyst to provide excellent customer experiences and advance programs and services that meet community needs.

## **Issues**

- **Opportunities**
  - The American Public Health Association has identified the consequences of racial and ethnic inequities as a public health threat.
- **Challenges**
  - Talking about the presence and effects of structural and systemic racism is truly a courageous conversation; all people living in our society have their own personal histories and addressing health inequities require working together to raise awareness and continue movement toward health equity for all.

## **Implication(s)**

- **Outcomes**
  - Participants who attended the presentations have reached out to report continued conversation and have begun to examine how they can use an equity lens to delivery services.
- **Staffing**
  - N/A

## **Next Steps / Mitigation Strategies**

- Encourage community partners to participate in additional learning opportunities.

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### **Division / Program: Health Education: UNC Capstone Team Durham County Board of Health (BOH) Smoking Rule Assessment Project Update**

**(Accreditation Activity 28.1: Before implementing a proposed public health program, the local health department shall review, when available, research evaluating the potential effectiveness of the program.)**

#### **Program description**

- The Durham County BOH Smoking Rule protects nonsmokers from the harmful effects of secondhand smoke. However, several aspects of the Rule are difficult for the public to understand and thus comply with. The health department has partnered with a team of five Health Behavior graduate students from UNC to assess the public's knowledge of the existing rule, as well as the knowledge of Durham County and City government employees. The UNC Capstone team also plans to identify recommendations for strengthening the Durham County BOH Smoking Rule in order to reduce secondhand smoke exposure in Durham city limits. The team's Formative Research Report describes the methods and findings of activities conducted thus far.

#### **Statement of goals**

- Identify smoking policy best practices and to assess stakeholder knowledge of and compliance with the implementation of the Durham County BOH Smoking Rule to inform recommendations for strengthening the policy.

## Issues

- **Opportunities**
  - Health education staff do not have the time available to conduct such a thorough analysis of the BOH Smoking Rule, so this collaboration with passionate and talented graduate students provides an opportunity for the agency and strengthens our relationship with local universities and exposes students to local public health and policy change.
  - Interviewed Durham stakeholders which provided a deeper understanding of the development and implementation of the Durham County Board of Health Smoking Rule and the history of smoke-free air policies in Durham is now documented
  - Discovered how other counties in North Carolina developed, implemented and communicated their smoke-free air policies and can use this to bolster local efforts
- **Challenges**
  - For the Durham County and City of Durham government employees, the team must coordinate with two different parties to secure permission to send out the surveys. The survey has been launched with the County, but we are still waiting to receive approval from the City.
  - The health education specialist position that works on the BOH Smoking Rule is currently vacant and we originally anticipated that this person would actively participate with the team.

## Implication(s)

- **Outcomes**
  - Conducted literature review of tobacco use, health effects of tobacco and secondhand smoke, and smoke-free air policies.
  - Conducted 11 key informant interviews with stakeholders from Durham, the North Carolina Tobacco Prevention and Control Branch, and other counties in North Carolina.
  - Triangulated information from literature review and stakeholder interviews to write a formative research report that has informed the development of our surveys and will inform future recommendations to the BOH about strengthening the BOH Smoking Rule and its implementation
  - Developed two surveys: one for the Durham County and City of Durham government employees and one for the Durham public to assess their understanding of the Rule, compliance with the Rule, and its implementation
  - Piloted surveys and incorporated pilot feedback into the final versions
  - Began administering the online survey to the Durham County government employees
- **Service delivery**
  - Interviews, surveys
- **Staffing**
  - Five UNC Capstone team members under the supervision of two DCoDPH Health Education staff members (Mel Downey-Piper and Willa Allen)
- **Revenue**
  - None

## Next Steps / Mitigation Strategies

- Administer the survey to the Durham public and City of Durham government employees
- Continue administering the survey to the Durham County government employees
- Conduct focus groups with Durham County and City of Durham government employees and the Durham public in February

- Using this research, the team will conduct surveys and focus groups with Durham County and City government employees as well as Durham County residents. Survey and focus groups will assess their understanding of the Rule, compliance with the Rule, and its implementation. The formative research, surveys, and focus groups will enable them to identify recommendations for strengthening the policy itself and its implementation.
  - Summarize findings and recommendations in a report to the BOH in late spring of 2016.
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**Division / Program: Health Education/Health Promotion& Wellness program: Breast Self-Exam (BSE) Instructor Training**

**(Accreditation Activity 12.1 – The local health department shall participate in a collaborative process to identify strategies for addressing community health problems)**

**Program description**

- Breast cancer is the most common cancer among women. For women of all ages, the breast self-exam is a useful tool that is easy to do and can lead to early detection of breast changes.
- Most breast tumors are self-discovered and women who feel confident doing a breast self-exam are more likely to detect breast cancer early.

**Statement of goals**

- Train healthcare professionals to educate and train patients and community members how to properly perform the Breast Self-Exam
- Promote BSE and mammograms as methods of prevention and early detection of changes in the breast

**Issues**

- **Opportunities**
  - This was an opportunity to offer a train-the-trainer event for US Public Health Service Corps (USPHSC) personnel. Although physically working in Granville County, USPHSC members were referred to contact Durham County Department of Public Health’s Willa Allen for training by the local health department district.
  - USPHSC personnel assigned to the Federal Correctional Center in Butner will provide medical services and education to women inmates that when released will return to their home county, many in the triangle area. USPHSC may be reassigned to other areas for which they will use what they learned in other settings, both on a personal, volunteer and professional basis.
  - One USPHSC member was a breast cancer survivor and coordinated efforts to ensure the minimum number of participants were available for both trainings.
- **Challenges**
  - Although several USPHSC members work in Granville County, only a few live and/or volunteer in Durham. USPHSC traveled to Durham to attend the training which was specifically planned to accommodate their work schedule.
  - Space to hold the training within the building had to be negotiated as all open rooms were booked on the date USPHSC staff were available.

## **Implication(s)**

- **Outcomes**
  - 11 participants were trained over two events. Unfortunately, due to staff shortages five USPHSC members on-call were unable to attend.
  - USPHSC members received 3.0 contact/continuing education hours
  - Training evaluation results were positive.
- **Service delivery**
  - The BSE Instructor training was developed by health educator Willa Allen
  - The training will be adapted and offered in the future to faith-based organizations.
- **Staffing**
  - One staff member planned, implemented and evaluated the training.
- **Revenue**
  - none

## **Next Steps / Mitigation Strategies**

- If there is interest, offer the training to volunteers of Emergency Preparedness Medical Reserve Corps.
- Modify, promote and offer the training to other organizations, with less of an emphasis for healthcare providers.

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## **Division / Program: Health Education / Durham Diabetes Coalition Diabetes Awareness Month Events**

**(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**

- The Durham Diabetes Coalition recognized American Diabetes Month with Celebration of Health, a sequence of free events.

### **Statement of goals**

- Educate the public about ways to maintain health during the changing seasons and upcoming holidays.
- Build rapport between the clinical providers and community residents
- Increase understanding and raise awareness about the relationship between diabetes management and heart health outcomes

### **Issues**

- **Opportunities**
  - With staff dedicated to the project and strategies placed in targeted communities, activities were designed with community input and address areas of interest.
  - Through a participating vendor, *What's the 411: Diabetes and Heart* participants were able to receive medication and delivery services to help with their diabetes management
- **Challenges**
  - With a majority of events occurring during working hours, this may have lowered participation

- Technical difficulties created a challenge for the presenter at the *What's the 411: Diabetes and Heart* event.
- Parking was limited at Holton Career and Resource Center.
- Low volume of online registration for the *What's the 411: Diabetes and Heart* event.

## Implication(s)

- **Outcomes**

- A city proclamation was given, declaring November “Celebration of Health Month.”
- The monthly diabetes support group met to discuss how to manage diabetes over the holiday. Participants learned about healthy holiday tips and shared diabetes-friendly recipes with each other. There were four (4) participants.
- Durham Diabetes Coalition partnered with El Centro to host the Celebration of Health event (Fiesta de la Salud) at the Holton Career and Resource Center, Saturday, November 7, 2014 from 10am-4pm. Flu shots, blood pressure, diabetes, HIV, and kidney health screenings were available on a first-come, first-serve basis. Other activities included fitness and cooking demonstrations, Affordable Care Act registration, IDs for children and numerous community resources. The Partnership for a Healthy Durham sponsored a fresh food giveaway from the Veggie Van. There were 273 participants. Ninety-one (91) flu shots, fifty-two (52) kidney screenings, and thirty-nine (39) A1C screenings were administered. Results for other screenings not yet available.
- Also on Saturday November 7, 43 men, women and children joined the first “Men’s Healthy Mile Walk”, sponsored by the Men’s Health Advisory Committee (formed under the Division of Health Education, DCoDPH). The opening ceremony began at 9am with Health Director Gayle Harris, County Commissioner Michael Page, and City Recreation Manager Jeffrey Forde emphasizing the critical need for men to take on healthy living behaviors for the well-being of all. Percussionist from North Carolina Central University and the African American Dance Ensemble started the walk with rhythmic beats.
- A grocery store tour was held at Food Lion on November 10 to assist participants with shopping healthy on a budget, finding bargains, and reading food labels.
- Durham Diabetes Coalition partnered with Duke Translational Medicine Institute and Duke University Medical Center to hold the fourth installment of the series, *What's the 411: Diabetes and Heart Health* at the Health and Human Services Building, November 12, 2015 from 10:00am-Noon. Hypertension specialist, Dr. Crystal Tyson, presented on the importance of diabetes and heart health. Participants received information about how to keep their heart healthy, how diabetes effects their heart, and how to decrease their risk of heart attacks and strokes. Vendors included Meds Delivery Pharmacy and United Way. Eighty-nine (89) participants attended. Among the participants (n=89) 86.6% strongly agreed that the presenter was knowledgeable of the topic; 75.7% strongly agreed that the format of the presentation was good; 69.9% believed that there was enough time for questions and discussions; 76.4% strongly agreed that they learned new information about their heart and diabetes management.
- A “Couponing Made Easy’ workshop was held on November 18 that shared the basics of couponing. There were six (6) participants

- **Service delivery**
  - Reoccurring community outreach health education sessions and events allowed for wider distribution of flyers and personalized recruitment. Flyers were also distributed to local partners during various community meetings.
  - DDC utilized social media outlets including Facebook and Twitter to promote and provide information about type 2 diabetes, and updated the community on coalition activities.
  - A press release and media advisory was sent out informing the public about the upcoming events.
- **Staffing**
  - The DDC Health Education Specialists and the Information and Communications Specialist led the event planning and staffed the event.

### **Next Steps / Mitigation Strategies**

- Neighborhood outreach will continue in targeted neighborhoods.
- Future topics expressed by participants to be considered for the next series include: ophthalmology, dental hygiene, physical activity and weight loss.

### **Division / Program: Health Education / Communicable Disease & Maternal and Child Health / FOCUS: Preventing Sexually Transmitted Infections and Unwanted Pregnancies among Young Women (FOCUS)**

**(Accreditation Activity 10.3 - The local health department shall employ evidence-based health promotions/disease prevention strategies, when such evidence exists.)**

### **Program Description**

- FOCUS is a cognitive-behavioral, evidenced-based intervention designed to prevent unintended pregnancies and sexually transmitted infections (STIs) among young women by emphasizing education, motivation, and behavioral and communication skills training. This program was originally delivered to female U.S. Marine Corps recruits during their first week of training; however, the now program can be adapted to other settings, such as universities.

### **Statement of Goals**

- Increase participants' knowledge about:
  - Unintended pregnancies and STIs, and modify values, beliefs, and attitudes that impact sexual behavior;
  - Contraceptives and build skills to effectively communicate with one's partner about sexual behavior and contraceptive use and build condom use skills;
  - The signs, symptoms, and consequences of STIs, and expand awareness about transmission and prevention of STIs; and
  - The effects of alcohol and its relationship to sexual risk behaviors.

### **Issues**

- **Opportunities**
  - Recruitment was conducted through student interns, general education curriculum Health Education classes and Zeta Phi Beta Sorority, Incorporated.
  - FOCUS was conducted as special project for interns and an end of the semester extra credit for students

- The workshops were held at NCCU Miller-Morgan and Campus Crossing to increase accessibility for students.
- FOCUS was free for participants, lunch was provided, and STI and HIV/AIDS counseling and testing was offered at the end of the workshop.
- **Challenges**
  - FOCUS is designed to be used as an eight-hour curriculum and previously some participants left early or came in late and didn't complete the series because of the length. This time the public health educator was able to shorten the series by eliminating breaks and reducing time needed to complete surveys. Although shortening the intervention increased appeal to participants, it also meant that facilitators had to work diligently to cover the curriculum essentials with fidelity.

## **Implication(s)**

- **Outcomes**
  - A total of 70 females, ages 16 – 29 participated.
  - Forty-five (45) out the 70 participants completed the anonymous post-evaluation, assessing their behavior intent after attending *FOCUS*, 38 participants self-reported that they are more likely to use or (ask partner to use) a condom, if they were to have sex, in the next six months.
  - Participants completed an anonymous questionnaire; some responses are below:

### What did you like **most** about the program?

- Interactive, comprehensive, and personal experiences were shared.
- The alcohol and sex section: I like the skits and the information from the male presenters. They were very entertaining.
- It was very informative.
- The realistic scenarios.

### What do you feel is the **most** important thing you learned?

- Factors/preferences to consider when choosing a form of birth control.
- Make sure I protect myself because I have the power.
- STD/STI prevention
- Abstinence and protection is “key”.
- How you indirectly sleep with your partners past partners and so on.
- Don't be ashamed to use and carry condoms.

### Do you think you will change your behaviors as a result of this program? In what way will you do so?

- I will always use protection.
- Not allowing myself to be convinced into things.
- Communicate better. Have more talks with my partner.
- I will not have sex unless I'm completely prepared.
- I will become more cautious with choosing my partners.
- **Service delivery**
  - *FOCUS* was implemented in April and November 2015
  - The intervention targets young women ages, 16 – 23.

- Staffing
  - One Public Health Educator was responsible for FOCUS, however, other Health Educators assisted as needed.
- Revenue
  - Received some TANF funds to provide program supplies and refreshments.

#### Next Steps / Mitigation Strategies

- Health Education will facilitate another series of *FOCUS* in the spring of 2016.

#### **Division / Program: Health Education Division / Parents Matter!**

**(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**

- Parents Matter is an evidence-based HIV/STI and Adolescent Pregnancy Prevention program for parents of pre-teens.
- The program is designed to equip parents/guardians with the knowledge, skills, confidence and comfort-level to discuss sexual health/sexual risk reduction strategies with their children ages 9-12 years.

#### **Statement of goals**

- Increase parental competency and comfort level in addressing issues of sexual health and sexual risk reduction with their pre-teens
- Increase parental awareness concerning sexual health issues children face
- Improve parents' ability to communicate with their children about sex
- Encourage parenting practices that increase the likelihood that children will not engage in sexual risk behaviors.

#### **Issues**

- **Opportunities**
  - Department's history of collaboration with Durham Housing Authority and their residents will enhance opportunities to continue to expand programming. Last year Cornwallis and McDougald Terrace were served and this year Laurel Oaks and Oxford Manor were included.
  - Using this evidence-based program provides the opportunity to increase positive sexual health communication between parents and their children
- **Challenges**
  - Initially, program recruitment was indeed a challenge. The significant time commitment (Five 2.5 hour sessions), made the program less attractive to our intended audience (Parents of pre-teens), many of whom were employed and unwilling to give up evenings or weekends. Collaboration with the Durham Housing Authority has allowed for recruitment of adults within our intended audience who are unemployed or between jobs, thus available during the day.
  - In an effort to improve participant retention in the program, meals/snacks are served during some sessions and gift cards are given to those who complete the program.



## **Implication(s)**

- **Outcomes**

- In 2015, two DCoDPH Public Health Educators and an additional trained facilitator implemented the Parents Matter! Program in two Durham Housing Authority (DHA) communities (Oxford Manor and Laurel Oaks).
- A total of 14 participants attended the program and 11 successfully completed the program/survey.
- Findings from the Participant Satisfaction Surveys stated the following:
  - Facilitators were knowledgeable and friendly
  - Information was helpful concerning current issues with children
  - The program improved knowledge concerning sexual risk behaviors
  - The program improved ability to communicate with children.
  - Most (66%) of program participants reported being confident in their ability to use skills learned in the program.
  - All program participants reported that they felt that the information learned in the program was important to their family.

- **Service delivery**

- Recruitment for the Parents Matter! program is initiated by Public Health Educators, who make contact with a DHA ROSS (Resident Opportunity for Self-Sufficiency) Services Coordinator, who, in turn, circulate an interest sheet during Resident Council meetings
- The Parents Matter! program is implemented in five (5) 2.5 hour sessions.
- The final session includes parents and children which allows parents to role play communication skills they have learned during the training.

- **Staffing**

- Two DCoDPH Public Health Educators, trained in facilitation of the Parents Matter! Program and one additional trained facilitator who assists as her schedule permits.

- **Revenue**

- Funded by TANF
- The Parents Matter! Program is offered to program participants at no cost.

## **Next Steps / Mitigation Strategies**

- Recruitment for the first Parents Matter! Program of 2016 will begin in the Hoover Rd. community
- Identify opportunities and resources to deliver program to accommodate the schedule of working parents.