

Health Director's Report

Division / Program: Community Health Division/Positive Parenting Program (Triple P)
(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

- Durham County Triple P was awarded funding from the Improving Community Outcomes for Maternal and Child Health Grant to expand the implementation of Triple P to focus on parental support for children ages 0-5.
- Durham County Triple P will expand services into rural Durham County to specifically train child care providers and agencies that provide services for children birth to 5 years of age.

Statement of goals

- To expand the implementation of Triple P as a multi-tiered, public health approach to parenting and family support designed to prevent and/or intervene to address behavioral, emotional and/or developmental problems specific to the 0-5 year old population.
- To implement Level 3 Primary Care Training and Level 2 Selected Seminar Trainings with a focus on Durham County childcare providers and centers, and Early Head Start Home Base Providers.

Issues

- **Opportunity**
 - A Triple P Expansion Program Coordinator and an Administrative Assistant will be hired to strengthen the program's focused implementation efforts for the 0-5 population of children.
 - A specific, levels-based training program for practitioners will be developed based on guidance from Triple P America and the NC Department of Public Health Triple P Program.
- **Challenges**
 - Assuring Durham County Triple P will obtain the appropriate level of participation from child care providers and centers for successful implementation of Triple P parenting services by individuals and agencies providing services to the 0-5 population will be a challenge.

Implication(s)

- **Outcomes**
 - Triple P Coordinator, was the featured speaker at the NC Pre-Kindergarten Summer Training Institute on August 24-25, 2016. The training, hosted by Durham's Partnership for Children, was attended by fifty-two NC Pre-Kindergarten (Pre-K) Directors and Pre-K Teachers.
 - Round table discussions focused on the benefits of training pre-kindergarten staff to become Triple P Level 3, Primary Care Accredited Providers to partner with parents

- to assist in the prevention of social, emotional and behavioral problems in children, aged 2-5 years.
- Triple P Coordinator will collaborate with the NC Pre-Kindergarten Program Manager to select two teachers from twenty NC Pre-Kindergarten classrooms to become accredited Level 3 Primary Care providers. These twenty classrooms will serve as the pilot group under the Improving Community Outcomes for Maternal and Child Health Grant funding that has been designated for Triple P.
- **Service delivery**
 - Durham County Triple P Expansion staff will coordinate the continuing implementation and expansion of Triple P services for child care providers and in child care agencies in Durham City and Durham County.
- **Staffing**
 - Durham County Triple P Lead Coordinator
 - Durham County Triple P Expansion Coordinator
 - Triple P Data Assistant (0.45 FTE)

Next Steps / Mitigation Strategies

- Triple P Coordinators will increase the number of child care providers/child care facilities served in the Durham Triple P service area.
- The Durham County Triple P Lead Coordinator will lead/coordinate program expansion, with a focus on rural Durham County.

Division / Program: Community Health /Maternity 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 Maternal Health (MH) clinic provides comprehensive prenatal services to low income, medically low risk pregnant women. The clinic is staffed by nurses, medical providers, aides, support personnel, and Spanish interpreters.

Statement of goals

- The NC Oral Health Section of the Department of Health and Human Services (DHHS) works to prevent dental caries by using evidence-based data-driven decision making to advance the oral health, overall health, and well-being of NC citizens. Twenty-five field dental hygienists cover the state, offering dental screenings, educational services and programs aimed to maintain oral health. (<https://www2.ncdhhs.gov/dph/oralhealth/>)
- To collect data on the oral health status of pregnant women of any gestational age receiving care at DCoDPH as part of a statewide effort to collect data on a sample size of 400 MH patients.

- To gather baseline data to use for policy change and program development to improve oral health and overall well-being of pregnant women.

Issues

- **Challenges**
 - The MH clinic is a busy clinic that already screens patients for multiple risks factors. The state’s oral screening added to the time spent on patient care. Prior to the screening, nurses educated patients about the program and recruited participants. Additionally, patients remained in the clinic for longer than usual to get screened.
 - Ten patients were screened at DCoDPH August 18th. The disruption to the clinic’s flow was manageable. Each screening lasted about five minutes and the accompanying questionnaire took approximately ten minutes to complete – for a total of approximately 15-20 minutes per patient. This time frame was longer for patients who required interpretation.
- **Opportunities**
 - DCoDPH participated in the first NC Oral Health Section statewide Basic Screening Survey (BSS).
 - DCoDPH was one of 67 NC local health departments approached by the state to host the NC DHHS dental hygienist team who conducted the oral screenings.
 - As part of the preparation for the state’s dental screening, the MH staff participated in a state-sponsored webinar on July 29th. The webinar titled: “Prenatal Oral Health Screening Survey Overview for Maternal Health Nurses”, provided an overview of the Prenatal Basic Screening Survey (BSS) developed by the Association of State and Territorial Dental Directors (ASTDD). The webinar discussed how maternal health nurses can partner with the NC Oral Health Section’s hygienists to ensure successful screenings at each health department.

Implication(s)

- **Outcomes**

Ten English and Spanish speaking DCoDPH patients volunteered and were successfully screened by the state’s dental hygienist.
- **Service delivery**
 - Prior to the actual screening, the DCoDPH MH nurses promoted the state’s dental screening program to pregnant women during their medical appointments.
 - A MH consultation room equipped with chairs, table and a sink was used as a screening room. The room allowed the oral screening to be conducted in privacy.
 - In appreciation for the time of patients who participated, the dental hygienist gave each participant a small gift bag containing a book and toothbrush. They were also given a list of Durham County dentists and dental resources.
- **Staffing**
 - Actual oral screening was conducted by the state’s dental hygienist.
 - The services of the MH DCoDPH Spanish interpreter were required for Spanish speaking patients.
- **Revenue**
 - This should have no impact on DCoDPH revenue.

Next Steps / Mitigation Strategies

- The NC Oral Health Section of the DHHS will share the report from this baseline MH dental screening with their national partners through the National Oral Health Surveillance System (NOHSS).
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Division / Program: Dental Division/ Back to School Smiles Event

(Accreditation Activity 20.1- Collaborate with community health care providers to provide personal and preventative health services.)

Program description

- On the morning of August 26th, the Dental Clinic hosted its annual Back to School Smiles event, prior to the start of the traditional school year.

Statement of goals

- The event was designed to provide exams (including x-rays) to children who were not covered through insurance and did not have a dental home.
- This year, in addition to exams, the team offered other services as time permitted, such as cleanings, fillings, etc.
- The event provided for oral health and nutrition instruction to patients and their families.
- Pending the results of exams, children started the school year with a treatment plan in place to address oral health issues.

Issues

- **Opportunities**
 - In addition to the pediatric dentists, nutritionists and health educators participated in the event, providing information to patients/families and answering their questions.
 - Some children had not seen a dentist in years and were able to receive services.
- **Challenges**
 - In spite of the event provided complimentary care, there were still six patients that did not show up. This meant that in addition to the scheduled patient not receiving services, an additional child was prevented from being scheduled.
 - The event continues to run as a morning-only session, minimizing the number of patients seen.

Implication(s)

- **Outcomes**
 - The dentists and auxiliary staff worked expeditiously, and many parents expressed their appreciation for the exams.
 - Follow-up appointments were scheduled for 11 patients.
 - Three media outlets covered the event.
- **Service delivery**
 - The event ran from 8:30 a.m. – 12 p.m. and 22 patients were treated. All families participated in presentations with the Nutrition and Health Education teams.

- The Division provided the patients with \$4,100 in services.
- **Staffing**
 - Services providers included the Director of Dental Practice, contract dentist (Jenna Alvey); four dental assistants, two hygienists, an interpreter, and one processing assistant.

Next Steps / Mitigation Strategies

- The team is rethinking future events, and specifically reviewing hours of operation, number of service providers, etc.
- The team will consider adding additional patients to counter “no-shows”.

Division / Program: Nutrition Division /Clinical Nutrition - Lactation Promotion and Support

(Accreditation Activity 10.1 The local health department shall provide, support, and evaluate health promotion activities designed to influence the behavior of individuals and groups.)

Program description

- The first week of August is recognized globally as world breastfeeding week. Durham County’s Department Public Health celebrated the week in the Family Planning and OB clinics. An article on this year’s world breastfeeding week theme, Breastfeeding: A Key to Sustainable Development, was posted in the clinics and the employee newsletter.

Statement of goals

- To celebrate lactation support as an integral part of service provision by the Durham County Department of Public Health.

Issues

- **Opportunities**
 - Because of its significant health advantages, breastfeeding is recommended by all major medical organizations as the optimal way to feed infants.
 - The benefits of offering breastfeeding support as a public health service translates into both highest quality healthcare provision and lower health care costs.

Implication(s)

- **Outcomes**
 - Breastfeeding benefits mothers by contributing to lower rates of several health risks and improving recovery from pregnancy.
 - DCoDPH promotes breast milk as the expected, optimal food for growth and development of infants.
- **Service delivery**
 - Inclusion of breastfeeding promotion and education to clients and staff encourages a positive attitude toward women who are breastfeeding and/or expressing milk and empowers mothers with the ability to choose optimal health behaviors.

- A lactation support room in the MH clinic is available for use by all clients, employees, and visitors. It provides a safe, private area for expressing milk or for a woman to feed her child.
- **Staffing**
 - The clinical nutrition program manager for DCoDPH is an International Board Certified Lactation Consultant (IBCLC). She serves as a consultant for DCoDPH on lactation issues.

Next Steps / Mitigation Strategies

- DCoDPH will continue to promote breastmilk as the optimal food for babies.
- The dedicated area for lactation in the Human Services building will continue to be available to employees, clients, and visitors.

Division / Program: Health Education

(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

- “National Night Out” occurs annually on the first Tuesday in August in more than 16,000 communities involving more than 39 million people. Neighborhoods join together to promote police-community partnerships; crime, drug and violence prevention; public safety; and neighborhood unity.
- This year on August 2nd throughout Durham, celebrations were held that included food, fun, educational exhibits and visits from law enforcement and elected and appointed City and County officials.
- DCoDPH employees were at Fisher Memorial, scattered sites on Gary Street, McDougald Terrace, Hillside Historic Stokesdale Community, and A.S. Hunter Lodge, #825.

Statement of goals

- To provide health education and credible resources in the areas of tobacco, obesity and chronic disease prevention and management, nutrition, men’s health, gun safety, and HIV/STI education.

Issues

- **Opportunities**
 - Collaborated and networked with law enforcement, leaders of Durham and the residents of this community.
 - Built trust with the community and community agencies.
 - Educated the community and make them aware of their bodies and behaviors.
 - Provided resources and incentives (i.e., gun safety educational supplies, gunlocks, and condoms, etc.) that may further help individuals make healthier choices.
 - Provided contact information for those who requested.
- **Challenges**

- Individual fears and beliefs
 - Many individuals do not want others to know they have a firearm therefore will not ask for a gunlock.
 - Many gun owners believe they can just hide their loaded gun in an out of reach place and the child will never find it.
- Open environment
 - There was a lot of commotion and noise which made it hard for some individuals to hear our message about condom use.
 - The open environment was not the best for talking HIV/STI prevention on a personal level because these topics are considered confidential and private.
 - It was outside right before a storm in some communities, which could have hindered participation.

Implication(s)

- **Outcomes**
 - A total of 52 individuals were educated on gun safety and 41 gunlocks were given to gun owners.
 - A total of 80 individuals were educated on proper condom use and 250 condoms were distributed to community members.
 - A total of 170 individuals were given information about our chronic disease self-management program and men's health forum.
- **Service delivery**
 - Educational quiz games for prizes.
 - Discussions
 - Learning tools and visuals for each topic.
 - Flyers
- **Staffing**
 - Public Health Educators Joan Ross, Dennis Hamlet, Joyce Page, Paul Weaver, Jannah Bierens, Tim Moore, Chris Mack, Natalie Rich
- **Revenue**
 - None
- **Other**
 - None

Next Steps / Mitigation Strategies

- The Public Health Educators will continue throughout the year to educate citizens of Durham County about health and safety concerns.
- Prepare for National Night Out 2017!

(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)

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

- 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 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**
 - During the month of August, one (1) general public health media release/advisory was disseminated. Communications staff also responded to five (5) direct (unsolicited) inquiries from reporters. A total of 39 media pieces featuring or mentioning the Department aired (television and/or radio), were printed in the news, or were posted to the web by local media during the month. Topics and issues covered included:

- Continued coverage of Zika education and awareness in the community, including public notification of nine (9) confirmed travel-associated Zika cases in Durham County to date⁽¹⁾;
- Coverage of the Cure Violence initiative in Durham, as well as interest from other communities in starting the program, based on Durham's actions (1, 2, 3);
- Coverage of Durham Health Start's Back to School health screening fair, hosted by Public Health;
- A change in the food service provider at the Durham County Jail, based on recommendation from Public Health's Nutrition Division;
- Safe syringe exchange program seeking a presence in Durham County;
- Durham County Government Labor Day holiday closing, including emergency contact information for Public Health; and
- Weekly restaurant inspection scores.
- The Communications Team released the August edition of the [Community Connections](#), the Department's external newsletter.

Next Steps / Mitigation Strategies

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