

Health Director's Report
November 10, 2016

Division / Program: Dental Division / Oral Health Screenings in Durham Public Schools
(Accreditation Activity 20. 1- The local health department shall collaborate with community health care providers to provide personal and preventative health services.)

Program description

- Per an MOU with Durham Public Schools (DPS), the Dental Division at Durham County Department of Public Health conducts dental screenings for children in Kindergarten and 5th grades during the school year.
- For those schools scheduled to be visited by the Tooth Ferry, the hygienist will screen 1st – 4th graders as well.
- Effective this year, the State Oral Health Section sends their hygienist to screen two schools, and this data is used in their report.
- Durham Head Start and Early Head Start students are screened during the annual Head Start Fair and Registration Day.

Statement of goal(s)

- To obtain data that will serve as an indication of the prevalence of dental disease in school-aged children within the county

Issues

- **Opportunities**
 - The screenings serve as a positive dental experience for students, and assist in collecting vital information to help improve children's dental health programs.
 - Those children without a dental home have the opportunity to begin dental treatment when the Tooth Ferry visits their school, and have the option to complete their treatment plan in the clinic if needed.
 - The screenings provide education to the students, including oral health presentations at the school.

Challenges

- Some schools, particularly those with new administrators, have been hesitant to supply classroom rosters, promote the screenings, etc.
- There has been confusion in some schools when the Smiles NC mobile unit visits offering to provide dental services to students - and schools assume this includes screenings. (The treatment, which is not a screening, is typically limited to those who have insurance or who can pay, and there are concerns over for-profit mobile services aligning with state and local regulations, best practices, and standards of care.)

Implication(s)

- **Outcomes**
 - The parents of students screened are provided letters detailing the screening, and that "it is completed with tongue depressor and flashlight – and does not replace a

- complete examination by the dentist.” The letters state whether the child has or does not have cavities, and notes that if the child does not have a dentist he/she may qualify for care at the Department’s Dental Clinic. (For the schools the Tooth Ferry visits, parents are provided information and registration packets.)
- The Dental Division Director and Dental Practice Director engaged Mr. Jim Key, II Interim DPS Hospital School Principal to assist in working with the schools to assure that classroom rosters are available to dental staff. In addition, Mr. Key alerted schools to the MOU that DPS has with the Department.
 - **Service delivery**
 - The Division screens 7,500+ students per year and provides up to 40 oral health presentations in the community.
 - **Staffing**
 - A Public Health Hygienist, provides the screenings, and is aided by a Processing Assistant or dental team member.

Next Steps / Mitigation Strategies

- Staff will continue annual screening program.
- Health Department leadership will meet with Mr. Key to help define parameters for the schools’ future relationships with for-profit mobile units.

Division / Program: Administration / Communications and Public Relations **(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**
 - Being present at events allowed for our work to be captured for historical purposes. Putting more updated material on the website increases viewership. Sending press

- releases more frequently allows for more familiarity with media and increases our chance of exposure.
- **Challenges**
 - Current vacancy of Communications and Public Relations Manager

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**
 - Press Releases
 - Community Health Assessment Surveys to Be Conducted This Weekend
 - DCoDPH to Close on October 5, 2016 for Staff Development
 - Stay Connected with DCoDPH October Activities
 - Give Junk Food the Boot, Eat More Veggies & Fruit! National Food Day
 - DCoDPH Employees Recognize Domestic Violence, Breast Cancer Observances
 - Don't Get Sick, Get Your Shot Flu Show Extended Hours
 - Raccoon Found in Piney Woods Community Tests Positive for Rabies
 - Website Updates
 - All press releases added to website
 - October events added to 'Upcoming Events' page
 - New flu shot hours graphic added to homepage
 - BOH agenda for 10-13 uploaded

Next Steps / Mitigation Strategies

- Disseminate consistent & timely content
- Engage the public on social media to increase page likes and followers
- Increase the number of monthly eNewsletter subscribers

Division / Program: Nutrition / DINE for LIFE / Annual Summary

(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 for LIFE is a school- and community-based nutrition education program targeting SNAP-eligible Durham families.
- The DINE program is primarily supported by the USDA Nutrition Education & Obesity Prevention Grant Program (SNAP-Education funding). The North Carolina Department

of Social Services is the state administrator for SNAP-Ed funds and the DCoDPH contracts with NC DSS for funds to implement the DINE program).

Statement of goals

- To educate children and adults about healthy eating and physical activity and to help them to move toward healthier eating and physical activity behaviors;
- To improve SNAP recipients' access to affordable, local produce and other healthy foods;
- To help childcare centers improve their nutrition and physical activity environments.

Issues

- **Opportunities**
 - The DINE program has been in operation since FY1999-2000 and has a long standing, supportive partnership with DPS and other community partners.
 - The DINE program has successfully implemented grant deliverables over the years and has been able to maintain this funding source for nutrition education in Durham County.
- **Challenges**
 - Maintaining full staffing levels throughout the contract year.

Implication(s)

- **Outcomes**
 - DINE programing reached SNAP eligible participants in public schools and community groups through classes, taste tests, cooking demos, newsletters, displays, and health fairs. During 2015-2016, DINE made 7,454 unduplicated direct contacts and 27,732 duplicated direct contacts and tens of thousands more through indirect education methods
 - DINE launched three bus ads in English and Spanish in all 52 DATA buses. Each ad ran for two months. During those months, about 485,000 duplicate individuals rode the buses. Ad topics were Double Bucks, Eat More Fruits and Veggies and Rethink Your Drink.
 - DINE, in collaboration with the Partnership for a Healthy Durham, continued to assist a mobile market run a double bucks program at three low income senior housing sites and expand to one more. The market doubled EBT purchases. DINE offered cooking demos and nutrition information, helped with marketing and provided technical assistance. The project also incorporated SNAP outreach workers, who were on site during the market to enroll seniors into SNAP. During the funding period, the program served 232 participants at four locations.
 - DINE continued to support the farmers' markets Double Bucks program, a matching program in which EBT customers get up to \$10 extra to spend at the local farmers' markets per visit. DINE ran one bus ad, distributed flyers throughout the community, and wrote an article that was printed in the local newspaper. In FY16, DINE organized its first market tour, bringing a group of clients at a free health clinic to the market and introducing them to Double Bucks. DINE also assisted the markets with surveys and focus groups to evaluate and improve the program. In FY 2016, 337 non-duplicated

- customers shopped at the markets using EBT, making 647 transactions and spending \$8,383 in SNAP and \$6,072 in Double Bucks at Durham Farmers' Market alone.
- DINE continued to support Express Mart, Magnum St. Mini Mart, EZ minimart, M&M minimart, and BuyQuick in maintaining and making new policy, systems, and environmental changes to support healthier food choice options in the stores.
 - Nutritionists taught 46 new workshops at 11 sites reaching 871 unduplicated adult individuals and 31 duplicated classes reaching 593 duplicated adults. Four hundred and fifty workshop participants participated in workshop surveys. Ninety-six percent responded they learned something from the program and 91% percent stated they plan to make a change because of the workshop. The program also participated in numerous community events and health fairs reaching 932 people during FY 2016.
 - All 14 child care centers participating in the DINE in Child Care program made at least one policy, system or environmental change and 10 centers made more than 3 changes. A sample of the changes include:
 - Implementing or improving a nutrition or physical activity policy.
 - Improving nutrition education provided to children, parents and staff.
 - Reducing the amount of sugar sweetened beverages served.
 - Increasing the amount of time for and/or variety of physical activity.
 - DINE surveyed parents of elementary students about behavior changes in their children. 621 parents with children who received traditional DINE classes completed the survey. Highlights from traditional class parent surveys include:
 - 70% reported their children talked about DINE programming
 - 79% reported that their student is more aware of healthy meals and snacks.
 - 73% agreed or strongly agreed that their student is more willing to eat healthy foods.
 - 76% agreed or strongly agreed that they talk more often with their student about healthy eating.
 - 49% reported that their family is eating more vegetables.
 - 41% reported that their family is drinking fewer sugary beverages.
 - **Service delivery**
 - DINE provided its series nutrition education curriculum in 13 DPS elementary schools (Eastway, Eno Valley, Forest View, Glenn, RN Harris, Holt, Lakewood, Merrick-Moore, WG Pearson, EK Powe, YE Smith, Southwest, and CC Spaulding) and single or short-term nutrition education programming in an additional 6 elementary schools (Club Boulevard, Creekside ESL program, Hillandale, Hope Valley, Sandy Ridge, and Spring Valley).
 - DINE provided nutrition education to teenagers in seven DPS middle schools (Brogden, Carrington, Githens, Lucas, Lowe's Grove, Neal, and Shepard), 1 high school (Northern), and 9 community sites during the 2015-2016 school year.
 - DINE in the Community provided workshops to adults at 17 sites including low income housing/senior centers, faith-based groups, food pantries, nonprofits, libraries, and the local Department of Social Services (DSS)/SNAP office. The program also participated in numerous community events and health fairs.
 - DINE expanded DINE in Childcare to include 5 new facilities, providing education and technical assistance to childcare directors and staff in order to create healthier

environments, and providing direct education to children and their parents. The program also continued to work with the 9 facilities enrolled during the previous fiscal year.

- **Staffing**
 - The DINE grant supports 7.45 FTE nutritionists and 1 FTE processing assistant.
 - Durham County supports 2 FTE nutritionists who spend 80% of their time implementing SNAP-Ed activities and 2 FTE program managers who oversee the DINE program and staff along with other non-DINE job responsibilities and tasks.
- **Revenue**
 - The DINE program grant received \$627,488.76 of reimbursements from NC DSS for program staffing and operations from October 2015 – September, 2016.

Next Steps / Mitigation Strategies

- Funding for FY17-18 has been approved by the USDA/NC DSS for \$819,650.
- Activities for FY17-18 will be continuing programming in the Durham Public Schools and in community and child care settings. Community programming will focus more on women of child-bearing age and their children.
- The approved contract includes an additional nutritionist position that will work in two additional schools and provide a focus on evaluation for the whole DINE program.

Division / Program: Nutrition / DINE for LIFE / Nutrition Education in Durham Public Schools

(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

- The DINE School Team provides nutrition education, taste tests, cooking demonstrations and/or cooking classes to qualifying Durham Public Schools (DPS). To qualify, schools must have 50% or more of their students receiving free or reduced lunch.
- In September and October, many of the DINE school team members started a new year of teaching at DPS. The DINE nutritionists teach a five to six lesson curriculum (grade-dependent) created by the school team.
- The DINE school team spent all summer revising and creating new lessons for the DINE curriculum. This included creating new PowerPoints, student and parent handouts, and in-class activities.

Statement of goals

- To increase students' nutrition knowledge
- To encourage increased daily consumption from the five healthy food groups
- To increase students' basic culinary skills and self-efficacy around food choice and preparation
- Reduce obesity, overweight and chronic disease risk in Durham's at risk youth

Issues

- **Opportunities**
 - Each new school year is an opportunity to build on the previous year's classes. Many of the returning students have had DINE nutrition class in the past. Each year allows for more reinforcement of healthy eating and more opportunities to try new foods.
 - The new school year also provides the opportunity to build on teacher relationships. This creates more trust and support of the DINE program in the school system.
 - This is a pilot year for many of the new fourth and fifth grade nutrition lessons. The DINE team will use this year's experience to build on the curriculum for the 2017-18 school year.
 - With the new Healthy School Environment Nutritionist position, the DINE school team is looking forward to creating more policy, system, and environmental (PSE) changes in their schools.
- **Challenges**
 - Coordinating class schedules with the school teachers' schedules can be very challenging and requires great flexibility from the DINE school team.
 - Initiating contact with the school principal, teachers and/or other support staff can be difficult at the start of the school year due to changing in staffing and busy schedules.

Implication(s)

- **Outcomes**
 - Ten elementary schools are receiving the DINE curriculum from Registered Dietitian, and three more will be added when the newest school nutritionist is trained.
 - One-hundred eighty-five classrooms (K-5th) are currently participating.
 - One-hundred percent of families from those schools will receive a pre-survey assessing student eating behaviors.
 - Twenty-nine classrooms were pre-screened to assess student nutrition knowledge, and, in fourth and fifth grades, some eating behaviors.
 - Three elementary schools are receiving guidance with PSE changes from the Healthy Schools Environment Nutritionist.
- **Service delivery**
 - For the duration of a traditional DPS year (September to June), nutritionists conduct lessons in the classroom using one of two models. The type of class taught is dependent on school preferences and how much time is allotted for each class.
 - **Traditional Class (30 - 45 minutes):** A school nutritionist will provide five to six lessons with two to three additional cooking labs or events throughout the school year.
 - **Cooking Class (60 minutes):** A school nutritionist will provide five to six lessons with a cooking activity at most class sessions.
- **Staffing**
 - Nutrition education is provided by DINE school nutritionists. There are four active nutritionists currently conducting classes in 10. The Healthy School Environments nutritionist is working with three additional schools on policy, systems and environmental (PSE) changes.

- Both an additional Elementary School Nutritionist and an Adolescent Nutritionist have recently joined the DINE team. They are projected to take on three more elementary schools and up to seven middle schools in the near future.
- DPS staff provides class management and teaching/cooking space.

Next Steps / Mitigation Strategies

- Continue to provide nutrition education in the DPS system.
- Provide afterschool programming, health fairs, and extracurricular events throughout the school year as well.
- Continue to support the health champions and wellness committees in their assigned schools.
- Continue to provide environmental cues (i.e., bulletin boards, PA announcements, and other signage to help promote healthy choices and behaviors) as needed.
- Serve two additional schools .when hiring process is completed for the new elementary school nutrition specialist position

Division / Program: Nutrition / DINE for LIFE / Cooking Matters Program in Durham Head Start

(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

- This program is a collaborative effort between three organizations, DCoDPH's DINE Program, the Inter-Faith Food Shuttle (IFFS) and Durham's Head Start. The IFFS is North Carolina's partner organization for Share Our Strength's Cooking Matters program, which teaches participants to shop smarter by using nutrition information as well as how to cook delicious, affordable meals. Starting in October 2016, DINE nutritionists will assist with teaching Cooking Matters to parents of children enrolled in Durham Head Start.

Statement of goals

- To increase exposure to healthy foods, like fruits, vegetables, and whole grains
- To increase parents' cooking skills with simple kitchen equipment and ingredients
- To increase parents' ability to make smarter food choices through the use of basic skills, like food label reading and MyPlate meal building
- To decrease food insecurity

Issues

- **Opportunities**
 - Cooking Matters uses volunteer nutrition educators and chefs to provide an evidence based program to participants. By facilitating relationships between childcare facilities that DINE serves and IFFS, DINE is making it possible to extend the reach

- of its nutrition education. DINE nutritionists will teach the program this year but IFFS can use other volunteers such as NCCU Nutrition students to teach the program in the future.
- Bags of ingredients to make the highlighted recipe are also sent home with the families each week, reinforcing the concepts and skills taught in class.
 - Cooking Matters reinforces key DINE messages that the DINE Childcare Nutritionist talks about with staff, parents and children throughout the year in the childcare facilities.
 - Classes, bags of groceries, and class materials are free to participants.
 - **Challenges**
 - As a series of 6 two hour long classes, Cooking Matters is a big commitment for families. Some families that might like to participate may not be able to due to schedule conflicts.

Implication(s)

- **Service delivery**
 - Four series are scheduled to be delivered from October 2016 -May 2017 at Durham Head Start sites. Two part time DINE Community nutritionists will teach the series. The DINE Childcare Nutritionist facilitated the scheduling of the workshops.

Next Steps / Mitigation Strategies

- DINE will evaluate the nutrition programming provided through the Cooking Matters Evaluation tool.
- If the sessions are successful, the DINE Childcare Nutritionist will work with IFFS to organize more series in other childcare facilities.

Division / Program: Community Health Division / Communicable Disease Program

(Accreditation Activity: 22.1: Activity 22.1: When the local health department determines that there are compelling unmet health care needs in the community, the local health department shall develop a plan with community leaders and providers to meet the unmet needs, which may include the establishment and provision of such services by the local health department if the department has the authority, capacity and resources to address the unmet needs.

Program description

- DCoDPH Immunization Clinic is having a flu clinic for Durham County residents. The flu clinic began on September 26, 2016. It is being held on Mondays and Fridays from 8:30 a.m. to 4:30 p.m.

Statement of goals

- To immunize residents of Durham county against the flu
- To prevent an outbreak of influenza in the Durham community

Issues

- **Opportunities**
 - To provide flu vaccine and flu information in Durham.
- **Challenges**
 - Initially, the flu clinic was held from 8:30 a.m. to 11:00 a.m. and 1:00 p.m. to 4:00 pm. on Mondays and Fridays. After a suggestion from a concerned citizen, the hours were expanded to 8:30 a.m. to 4:30 p.m. on those days.

Implication(s)

- **Outcomes**
 - The clinic will be held as long as influenza vaccine is available.
- **Service delivery**
 - As of October 25th, 82 residents have been vaccinated against the flu.
- **Staffing**

The staff in the Immunization Clinic including temporary agency staff are staffing the flu clinic.
- **Revenue**
 - To determine charges for uninsured individuals, a sliding fee scale is used. Insurance information is collected when appropriate. However, no one is turned away because of lack of insurance or inability to pay.

Next Steps / Mitigation Strategies

- A flu clinic for the public is planned for next year.

Division / Program: Community Health / Communicable Disease and Disaster Preparedness Programs

(Accreditation Activity 7.4: The local health department shall have a public health preparedness and response plan that corresponds to existing local and state emergency and Bioterrorism plans; establishes roles and responsibilities of plan participants; identifies training for participants in those roles; establishes a chain of command among plan participants; describes a system of emergency notification to local and state public health staff and other key decision makers based upon the nature of the event is available to staff on site)

Program description

On October 5th, DCoDPH held a Staff Development Day at the Marriott Convention Center. Part of the day's activities included a Public Health Preparedness exercise. This planned exercise consisted of the administration of influenza vaccine to 193 employees within one hour and fifteen minutes.

Statement of goals

- To immunize health department employees against influenza
- To prevent an outbreak of influenza among the employees of DCoDPH

- To protect our internal and external customers against the flu
- To carry out the flu clinic as a Disaster Preparedness activity
- To test our ability to provide prophylaxis to our first responder community

Issues

- **Opportunities**
 - Prevention of influenza outbreak among the employees of DCoDPH.
- **Challenges**
 - Many staff members left their completed paperwork at home.
 - Needing to complete new paperwork delayed the exercise.

Implication(s)

- **Outcomes**
 - 140 flu vaccinations were given to staff. The exercise began at 8:00 a.m. and ended at 8:40 a.m. due to some employees arriving late. The goal was to complete the exercise in one hour and fifteen minutes.
- **Service delivery**
 - 36 declinations
 - 15 staff provided proof that they had previously received the vaccine
 - Two forms were unaccounted for (staff did not submit, did not participate)
- **Staffing**
 - Multiple staff throughout the agency planned and carried out the exercise.
- **Revenue**
 - Insurance information was collected. No staff was/will be billed.

Next Steps / Mitigation Strategies

- Another preparedness flu clinic exercise will be held on Staff Development Day in 2017.

Division / Program: Community Health Division / Communicable Disease Program

(Accreditation Activity: 22.1: When the local health department determines that there are compelling unmet health care needs in the community, the local health department shall develop a plan with community leaders and providers to meet the unmet needs, which may include the establishment and provision of such services by the local health department if the department has the authority, capacity and resources to address the unmet needs.)

Program description

- DCoDPH Immunization Clinic and DCoDPH Administration partnered with the Durham County Wellness Center to provide flu shots to county government employees. The flu clinic was held October 11th – 13th and October 18th – 20th in the Immunization Clinic at DCoDPH.

Statement of goals

- To immunize County employees against influenza

- To decrease the risk of flu outbreak among County employees

Issues

- **Opportunities**
 - There was the opportunity for all County employees to be vaccinated.
- **Challenges**
 - Many County employees did not present for flu vaccination.

Implication(s)

- **Outcomes**
 - Administrative staff from areas of DCoDPH manned the registration table.
 - Administrative staff provided runners to assist with the clinic flow.
- **Service delivery**
 - There were 226 County employees vaccinated.
- **Staffing**
 - The county employee flu clinic was staffed by the nurse practitioners from the County Wellness Clinic.
- **Revenue**
 - Insurance information was collected, however no County employees were/will be billed for the flu shot.
- **Other**
 - County employees expressed that the flu clinic was well organized and ran smoothly.

Next Steps / Mitigation Strategies

- A flu clinic for County employees will be planned for 2017.