

Health Director's Report
June 8, 2017

Division / Program: Perfect Service Overview Session with UNC School of Pediatric Dentistry (SOPD)

(Accreditation Activity 27.3– The local health department shall employ a quality assurance and improvement process to assess the effectiveness of services and improve health outcomes.)

Program description

- On May 17, 2017 members of the UNC School of Pediatric Dentistry (including the Chair) met with Jim Harris and Peter Anlyan (consultant) to discuss the Department's Perfect Service initiative.

Statement of goals

- To provide UNC with written overview of the Perfect Service program, and to reinforce that all contractors and vendors will respect our vision, goals, and treatment objectives within the Dental Division.
- To articulate the Department's vision *to be the best local Public Health Department in North Carolina as a well-prepared, high performing work force that delivers high-quality customer service that meets the needs of our community.*
- To review Department's *Perfect Service Handbook* and the Dental Division's *Expectations for Our Work* documents.

Issues

- **Opportunities**
 - The session provided the chance to discuss the Division's goal to provide exceptional care to all internal and external customers. Because patients do not differentiate between Public Health and contracted providers, the meeting served to share common standards and expectations to meet this goal – including evaluating service delivery to ensure continual improvement.
- **Challenges**
 - All providers could not attend the session, and, although the Division Director has shared information with providers, it would have been good to meet as a group.

Implication(s)

- **Outcomes**
 - UNC was in agreement with the initiative and will share the *Expectations* document with providers, residents and students.
 - Division Director is working with UNC faculty on development of Student Orientation for students visiting the Dental Clinic for the first time.
 - In addition to receiving the documents reviewed during the session, the Chair was provided a copy of "Inside the Magic Kingdom: Seven Keys to Disney's Success."
- **Service delivery**
 - A past service delivery issue was discussed during this session, and it was agreed that all incidents should be vetted between the Department and SOPD immediately.
- **Staffing**
 - Division Director and consultant met with UNC SOPD representatives.

- **Revenue**
 - N/A

Next Steps / Mitigation Strategies

- Division Director will assist in developing Student Orientation checklist, and meet with SOPD Chair and designated faculty members to continue discussions in coming months. In addition, and as surveys are developed and completed, this information will be shared with the school.

Division / Program: DINE Healthy School Environments – Afterschool Program Wellness Policy

(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.
- Healthy School Environments (HSE) is a subprogram of the DINE school program. HSE aims to make the healthy choice the easy choice for students through facilitating nutrition and physical activity policy, systems and environmental changes at schools.
- The HSE nutritionist has collaborated with the afterschool program at two DINE-eligible Durham Public Schools (DPS) elementary schools to add a wellness policy to their program. The policy includes components involving: nutrition/physical activity programming, family wellness information, and staff training resources.

Statement of goals

- To create a policy change by adding a wellness policy component to the afterschool program at participating schools. The policy is an effort to improve the health environment by increasing student's physical activity time and exposure to nutrition education and healthy eating opportunities.
- To collaborate with each school's afterschool coordinator to create goals that meet their specific needs and staff capacity.
- To provide tools and resources to enable afterschool program coordinators and staff to add more organized physical activities and nutrition education/healthy eating opportunities to their regular programming.

Issues

- **Opportunities**
 - Students spend a significant amount of time each day (up to three hours) in the afterschool program. Afterschool wellness policies and programs provide the opportunity for healthier out-of-school time for these students.
 - Afterschool coordinators are required to plan organized activities each day, which offer the opportunity for these activities to be related to physical activity and healthy eating.

- Afterschool coordinators are also required to write monthly newsletters for parents (an often hard to reach population). This provides the opportunity to share wellness information such as child nutrition tips, healthy recipes, and physical activity ideas for the family.
- The afterschool coordinators at both participating schools expressed great interest in implementing the wellness policy and were already working on wellness initiatives such as allowing only healthy snacks to be brought from home. This buy-in allowed for an easier transition to the policy.
- **Challenges**
 - There is high staff turnover throughout the afterschool program in DPS. This could potentially cause difficulty with continuity for the wellness policy from year to year.
 - Both participating schools were understaffed the entire year. This made it difficult to have trainings/meetings about the wellness policy for afterschool staff members. The majority of the communication was between the DINE nutritionist and the afterschool coordinator only. The coordinator then relayed the information to her/his staff.

Implication(s)

- **Outcomes**
 - Afterschool wellness policies were implemented at Bethesda and Spring Valley elementary schools.
 - The DINE school team provided afterschool nutrition and/or physical activity sessions throughout the school year in an effort to model wellness activity programming and provide support to afterschool staff.
- **Service delivery**
 - The DINE HSE nutritionist wrote customized afterschool wellness policies for both participating schools.
 - The DINE school team provided a combined six afterschool nutrition education, cooking and/or physical activity sessions at both schools, reaching 89 unduplicated and 223 duplicated contacts from January to May 2017.
 - The DINE HSE nutritionist wrote seven family wellness blurbs for the afterschool newsletter, reaching 346 indirect contacts.
 - Monthly check-ins were conducted with afterschool coordinators via email or phone providing activity ideas and internet links to additional relevant resources.
- **Staffing**
 - One DINE nutritionist
- **Revenue**
 - No revenue is generated by this activity.

Next Steps / Mitigation Strategies

- This program can be expanded to additional DINE-eligible schools in future school years based on afterschool coordinator interest.
- Participating schools also have before school programs, this wellness policy could be adapted to add a component for the before school program.
- Feedback will be collected from afterschool coordinators/staff to determine successes and challenges in an effort to improve the program for the next school year.

Division / Program: Nutrition Division/Clinical Nutrition/Use of Best-Practice Interventions

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

Program description

- Durham County's Department of Public Health Nutrition Division has participated in several events, both in clinic settings and in the community, highlighting Mindful Eating.
- Durham County's Department of Public Health Clinical Nutrition Team offers individualized Medical Nutrition Therapy (MNT) geared towards current evidence-based nutrition science to all patients. When counseling, Registered Dietitians (RDs) take into account each individual's clinical status and socio-economic and cultural backgrounds. RDs in the clinic also participate in special activities and speaking engagements geared towards promoting health in the community. RDs must stay abreast of current food trends in the U.S.

Statement of goals

- To deliver current research to laypersons in a manner that allows them to use the information to make positive changes in their health.
- To inform consumers how to put these trends into practice in their daily lives.

Issues

- According to Pollock Communications and Today's Dietitian's fifth annual report, "What's Trending in Nutrition", dieting is out and mindful eating is in for 2017. This national food trend survey, which polled over 1,700 RDs across the country, revealed a decline in consumers' interest in dieting and, instead, found that consumers are choosing "clean and mindful eating" as their path to healthier living.
- Neuroscientist, Sandra Aamodt, states that the brain's weight-regulation system will maintain a stable, healthy weight for most people if it's allowed to do its job without interference from dieting and other short-sighted slimming strategies. Her recommendations include to stop focusing on weight and start concentrating on regular exercise, good food choices and stress reduction instead.
- According to Traci Mann, professor of psychology at the University of Minnesota, "Several studies indicate that dieting is actually a consistent predictor of future weight gain". At the University of Minnesota's Health and Eating Lab, she found that both men and women who participated in formal weight-loss programs gained significantly more weight over a two-year period than those who had not participated in a weight-loss program.
- **Challenges**
 - Mindful Eating is an abstract concept that must be practiced over and over to result in behavior changes.
 - Behavior changes based on Mindful Eating practices can be difficult to measure. While these practices may result in weight loss or improved lab values, goals include being more aware of eating habits, the sensations experienced when eating, and the thoughts and emotions about food. It is more about how you eat than what you eat.

Implication(s)

- **Outcomes**
 - The Clinical Nutrition RDs are now more intentional about discussing Mindful Eating when counseling patients.

- **Service delivery**
 - One of the weekly themes during National Nutrition Month was Mindful Eating. Prior to their appointments, the Clinical Nutrition team engaged clients in a trivia game that allowed the RD to then continue the conversation during the individual consultation.
 - During OB Orientation in March, one RD facilitated a discussion on Mindful Eating and challenged the participants to be intentional throughout their pregnancies when choosing what foods to eat.
 - At the Wellness Booster offered to both Durham County and Durham City employees, RDs on the Clinical Nutrition team manned a table designed to teach participants about Mindful Eating. Individuals were given a food sample and then taught to use 5 key principles (Observe, Savor, Aware, Nonjudgment, In-the-Moment) when eating the sample. Participants were invited to make f/u appointments in the Nutrition Clinic to put more mindful eating strategies into practice.
 - One RD gave a presentation to an AP Psychology Class at one of the Durham Public High Schools (DPS). Students participated in role playing, designing research experiments and brainstorming ways to add mindful eating practices to their daily routines.

- **Staffing**
 - Three full time Registered Dietitians staff the Nutrition Clinic from 8:30am to 5:00pm Monday through Friday. The Clinic is open until 7:00pm on Tuesdays.
 - One part time RD provides home visits to children and their families in the local community

- **Revenue**
 - Patients seen in the Nutrition Clinic for MNT are billed for services. Fees for nutrition counseling are based on a sliding scale fee and Medicaid and other 3rd party reimbursement sources are billed if applicable.
 - While the Wellness Booster and DPS speaking engagement did not produce revenue, these events were used to promote the Nutrition Clinic and its services to the participants.

Next Steps / Mitigation Strategies

- The RDs will need to continue to educate themselves on ways to incorporate Mindful Eating techniques that are measurable in the clinic setting since teaching Mindful Eating involves a learning curve for the RDs in the Nutrition Clinic.
 - Staff will have access to recently ordered books on Mindful Eating and will continue to discuss this topic in upcoming meetings.
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Division / Program: Nutrition/Double Bucks/Presentation on a National Webinar

(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

- Double Bucks is a program run in collaboration with local farmers' market. Customers can shop with their SNAP/EBT cards (formerly known as food stamps) and the Market doubles the amount up to \$10 every time they shop. DCoDPH assists with technical assistance, grant writing and promotion/marketing.
- A Nutrition Program Manager presented on a national webinar organized by the USDA about how Double Bucks is marketed in Durham County.

Statement of goals

- To inform the USDA, other funding agencies, farmers' markets and public health professionals how Durham promotes their Double Bucks program.

Issues

- **Opportunities**
 - The webinar provided a platform to reach 150 individuals throughout the country at one time with little effort. The webinar was recorded so the number of individuals will likely increase.
 - In a pre-webinar conference call, staff at the USDA were very impressed with how SNAP-Ed staff in Durham County were promoting and marketing the Double Bucks program and requested Durham's participating in the webinar. The USDA is the funding source for the Nutrition Division's DINE program, a SNAP-Ed program.

Implication(s)

- **Outcomes**
 - Since the webinar (presented on May 23, 2017), two agencies have reached out to learn more about how DINE and Durham Farmers' Market promotes Double Bucks. They hope to model some of their promotional materials off of what Durham has created and hopefully improve healthy food access in their communities.
- **Staffing**
 - The Nutrition Program Manager who oversees the community services of the DINE Program presented on the webinar.

Next Steps / Mitigation Strategies

- Follow-up with the agencies that want more information and with the USDA who also had follow-up questions.
- Continue to identify funding sources and promote Double Bucks throughout Durham County.

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**
 - Event photography and videography at multiple events at the same time.

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
 - Stay Connected with DCoDPH May Activities – 5/2/2017
 - DCoDPH to Close in Observance of Memorial Day – 5/18/2017
 - 2016 State of the County Health Report Now Available – 5/24/2017
 - Website Updates
 - All Press Releases Added to Website
 - May Events Added to 'Upcoming Events' page
 - Memorial Day Closing Announcement Added to Home Page
 - Added Revised Board of Health Smoking Rule Document on Home Page
 - Rabies Prevention through Minimizing Exposures to Bats and Wildlife at Summer Camps document added to CD Information for Healthcare Providers page

- Recommendations for Bat-Proofing Camp Buildings and Keeping Campers Safe document added to CD Information for Healthcare Providers page
- Community Connections eNewsletter sent on May 2.
- Media Archives
 - Violence Interrupters Now ‘Part of the Solution’ – 5/1/2017 (Herald Sun)
 - Public Health Department Announces May Offerings – 5/2/2017 (News & Observer)
 - East Durham Children’s Initiative Announces New Board Members – 5/18/2017 (News & Observer)
 - ABC 11 Eyewitness News liked our Tweet about the SOTCH report. – 5/24/2017

Next Steps / Mitigation Strategies

- Disseminating consistent & timely content
- Engaging the public on social media to increase page likes and followers
- Increasing the number of monthly eNewsletter subscribers