

Health Director's Report
August 10, 2017

Division / Program: Laboratory/ North Carolina State Laboratory of Public Health
Drinking Water Inspection

(Accreditation Activity 8.3 – The local health department shall provide or have access to laboratory services capable of meeting routine diagnostic and surveillance needs.)

Program description

- Laboratory services are provided for the Department's Family Planning, STI, Tuberculosis, Immunization and Maternal Health Clinics. Additional services are provided to the Health Education Division for lead exposure prevention/testing, STI Outreach, and Jail Health Program. Services for the Environmental Health Division include Water and Wastewater Program bacteriological testing. The Laboratory also provides services for Lincoln Community Health Center's Early Intervention and Primary Care Clinics.
- The DCoDPH Laboratory was inspected by the North Carolina State Laboratory of Public Health Certification Team on May 18, 2017.
- All laboratories that analyze water from public water supplies are subject to regulation under the North Carolina Drinking Water Act.
- On-site inspections occur, at a minimum, every 2 years and the laboratory must meet all requirements in order to maintain certification.

Statement of goals

- The Laboratory will continue to maintain Drinking Water certification through the North Carolina State Laboratory of Public Health by meeting, successfully maintaining, and continually improving upon the North Carolina Drinking Water Act regulatory standards.

Issues

- **Opportunities**
 - Provides a learning experience for all participants and encourage discussion among peers regarding processes and improvement opportunities.
 - Offers Lab Technicians and Lab Assistants the opportunity to experience an external inspection process.
- **Challenges**
 - Regulations are numerous, varied, and open to interpretation.
 - Previous 2 years of laboratory documentation must be available to the inspectors.

Implications

- **Outcomes**
 - The Inspection Team cited 7 minor deficiencies for the Drinking Water testing process.
 - The Inspection Team made several suggestions to continue to improve processes within the Laboratory.

- **Service delivery**
 - Process changes and planning have been underway since June 2016 by the Laboratory Division Director and Laboratory Technical Consultant.
 - The Plan for Corrective Action was completed by the Allied Health Division Director, Medical Laboratory Supervisor, and Laboratory Technical Consultant.
- **Staffing**
 - DCoDPH staff assisted in process changes, laboratory documentation, record retention, etc.

Next Steps / Mitigation Strategies:

- Implement the Plan of Corrective Action for the identified deficiencies.
- Maintain high standards of integrity and efficiency while preparing for the next inspection in 2019.

Division / Program: Health Education Community Transformation/Maternal and Child Health

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

Program description

- A 3-year collective impact grant for Durham County aimed at improving community outcomes for maternal and child health (ICO4MCH) through three aims: improving birth outcomes, reducing infant mortality, and improving the health status of children ages 0-5.

Statement of goals

- Address the grant aims by implementing the four evidence-based strategies (EBS) of Long-Acting Reversible Contraception (LARC); Tobacco Prevention and Cessation; Triple P; and the Family Connects Nurse Home Visiting program
- Use a collective impact approach to develop a Community Action Team (CAT) to help guide and implement the EBS

Issues

- **Opportunities**
 - Connecting with internal and external partners to leverage and align resources, programs, and educational opportunities for staff, partnering organizations, and the greater Durham community
 - Developing strong relationships with four community members who consistently attend monthly CAT meetings and use feedback from the CAT to inform EBS implementation and components

- Providing LARCs to Lincoln Community Health Center and increase funding of LARCs at DCoDPH to increase reproductive health services to uninsured women
- Training providers at DCoDPH and Family Connects in the 5A's evidence-based method of smoking and tobacco cessation counseling
- **Challenges**
 - Electronic Medical Record systems unable to capture smoking/tobacco data effectively, but some system changes have occurred to capture some data
 - Barriers preventing Family Connects' staff from directly accessing patients in Duke Hospital systems
 - Changes in Triple P leadership have added delays in scheduling trainings

Implication(s)

- **Outcomes**
 - A total of 443 DCoDPH clients have received a LARC during FY17 (baseline from calendar year 2015: 260; FY17 Goal: 286)
 - QuitlineNC has received 496 unique callers or customers during FY17 (baseline from calendar year 2015: 408; FY17 Goal: 449)
 - 1,611 integrated Family Connects Home Visits during FY17 (out of 3,146 births during FY17)
 - 45 providers trained in 5A's method of smoking and tobacco cessation counseling
- **Service delivery**
 - Resources and education for LARCs is a collaboration between DCoDPH, SHIFT NC, and Lincoln Community Health Center.
 - Services and education for Triple P and Tobacco Cessation and Prevention are hosted through DCoDPH, with Lincoln collaborating on Tobacco as well.
 - The Family Connects program is delivered through the Duke Center for Child and Family Health.
 - Several DCoDPH staff and community partners serve on the CAT.
- **Staffing**
 - A County position is currently being created for the ICO4MCH Project Manager, lead contact for the overall project and LARC.
 - The Tobacco Health Education Specialist in the Health Education division also works with this grant and health educators who work on reproductive health also contribute their numbers to the reports.
 - Triple P staff work under the Community Health division.
 - Family Connects is hosted by the Duke Center for Child and Family Health.
- **Revenue**
 - This is a \$1.5 million dollar grant from the Women's and Children's Health Section of the NC Department of Health and Human Services.
 - The grant funding is divided over three years and ends May 2019.
 - Funds from SHIFT-NC also supplement the salary of the Project Manager.

Next Steps / Mitigation Strategies

- Implement various assessments as required by grant funders, including a Health Equity Impact Assessment, Collective Impact Assessment and a Drivers Best Practices Assessment
 - Develop and implement a tobacco media campaign dissemination strategy
 - Schedule training opportunities for healthcare providers related to LARC and Tobacco
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Division / Program: Dental Division / Tooth Ferry Training and Update

(Accreditation Activity 20.2 -Collaborate with community health care providers and agencies to reduce barriers to access to care.)

Program description

- The Tooth Ferry offers oral health services to students in Durham Public Elementary Schools. The vehicle will begin visiting schools in August, 2017

Statement of goals

- To resume consistent on-site dental services at specified DPS elementary schools

Issues

- **Opportunities**
 - The Tooth Ferry required work, covered under warranty. This included the first servicing of the generator, as well as addressing the electrical issues preventing the slide-out from engaging with inside switch.
 - Martin Hall from LifeLine came on-site on June 22nd to provide the driver's with a daylong training session, covering the inside, outside and undercarriage of the Tooth Ferry. (This session complimented two previous half-day trainings.)
 - Martin Hall met with members of the drivers/leadership team to make recommendations for pre/post trips, preventative maintenance plans, and readying the Tooth Ferry for service.
 - The installation of the Compasscon software began on June 22nd. This is a monitoring device that will be tracking the generators, compressor, and e-vac machine - sending messages when service is required, and if there are any mechanical issues, etc.
- **Challenges**
 - There are still some items that require attention prior to the Tooth Ferry going out, including relocation of the waste receptacle to the opposite side of the van parking area, addressing any final Risk Management concerns, and working out storage issues in undercarriage compartments.
 - While installation of the Compasscon began on the 22nd it was delayed and the company is working with County electrician to identify and utilize conduit pathway to run necessary wiring from the truck box in back to the exterior undercarriage. This will permit the software to monitor the vacuum system and compressor.

Implication(s)

- **Outcomes**
 - The Dental Division has completed (and exceeded) recommended training for Tooth Ferry drivers.
 - The team has begun finalizing a maintenance plan, and pre/post trip checklists, as well drafting additional policies for the new Tooth Ferry.
 - The Division has addressed Risk Management concerns related to the door staying open while students enter/exit the Tooth Ferry, and has purchased necessary supplies (24" cones, safety signage, contract gloves, raingear, etc.).
- **Service delivery**
 - The vehicle received a full inspection prior to leaving the repair shop, and is in good working order.
- **Staffing**
 - Dr. McIntosh will provide dental treatment on the Tooth Ferry. A dental assistant (Markita Baltimore) and hygienist (Fariba Mostaghimi) also work on the van. The Division also employs a driver (Herbert Wigfall). Coordinator for the Tooth Ferry is Yolandas Alston, who also serves as a secondary driver and dental assistant. James Brown (mailroom) is the second back-up driver.

Next Steps / Mitigation Strategies

- The following steps will be completed, in preparation for the upcoming school year:
 - The drivers will practice operating the Tooth Ferry, fully simulating school site visits. This includes running the generator, operating the wheel chair lift, etc. Not only will this help each driver maintain their operational skills, but the vehicle is made to be run, and sitting idle for any amount of time is not advised.
 - Complete Compasscon installation.
 - Re-establish process for procuring awning for the Tooth Ferry parking pad.

Division / Program: Community Health / Immunization and School Health Programs
(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

- On Saturday, June 17, 2017 from 10 am to 2 pm, Durham County Department of Public Health (DCoDPH) participated in an event honoring the first year anniversary of the Durham Athletic Club, located at 2410 Presidential Drive Suite 102, Durham, NC.

Statement of goals

- To provide education to the residents of Durham County regarding the importance of receiving immunizations.
- To provide education to the residents of Durham County about the NC immunization schedule.

- To provide education to the residents of Durham County about the role of the school nurse.

Issues

- **Opportunities**
 - To talk with adults and provide education about adult and pediatric vaccines.
 - To provide written educational materials about current vaccine recommendations.
 - To educate about the role of the school nurse.
- **Challenges**
 - Music was being played loudly; DCoDPH staff had to request several times that the DJ turn music down so that patrons and staff could hear one another

Implication(s)

- **Outcomes**
 - Booklets were distributed by staff about services offered by DCoDPH as well as information from website, provided by Khali Gallman.
 - Written educational materials about recommended vaccines at the appropriate ages were also distributed to attendees at the event.
 - The role of the school nurses was explained to adults who had children attending school.
- **Service delivery**
 - Approximately 70 adults were educated about immunizations and the role of the school nurse.
- **Staffing**
 - Joy Nolan, RN from Immunization Clinic and Valerie Mitchell, RN staffed two tables for Immunization Clinic and School Health.

Next Steps / Mitigation Strategies

- Continue to identify opportunities to educate the community about immunizations and the role of the school nurse.

Division / Program: Community Health / OB Care Management (OBCM)

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

Program description

- Services are provided to assist Medicaid eligible pregnant women in accessing resources and other services that will lead to good pregnancy outcomes.
- Through additional funding services are also provided to some patients who are not eligible for Medicaid. These are primarily Spanish-speaking patients.

Statement of goals

- To increase the number of risk screenings received from Duke High Risk OB Clinic (DHROB) through a fully embedded OBCM pilot model.

- Increase the number of complete and accurate risk screenings DHROB.
- Maintain Client engagement and rapport through the post-partum period.
- Collect data through FY 18 in order to make FY 19 risk screening collection projection(s).

Issues

- **Challenges**
 - Prior to May 2017, the OBCM model was not a fully embedded model. This meant that although there was an OBCM at DHROB five days a week, not all OBCM staff assigned to DHROB were on site at Duke five days a week. OBCM staff divided their working hours between DHROB and DCoDPH.
 - New staff members at DHROB were not be familiar with the risk screening referral process.
 - For the latter half of 2016, results for risk screening from July to December 2016 on new or transferred DHROB clients ranged from 15.5% to 34.6%. (Average = 25.3%). This data indicated there was room for improvement.
- **Opportunities**
 - As of May 2017, two OBCM staff were assigned to DHROB clinic to pilot a fully embedded OBCM model unique to the North Carolina OBCM program. The fully embedded OBCM module is fully operational and both DCoDPH OBCM staff spend 100% of their working hours at DHROB.
 - The two embedded DCoDPH OBCM staff functioned as part of the DHROB interdisciplinary team. They attended monthly staff meetings to keep abreast of clinic changes and maintained rapport with the staff. This full time OBCM presence at DHROB allowed for additional face-to-face contacts with clients as opposed to only telephone calls. The face to face benefit of a fully embedded model is consistent with the goal of the NC OBCM program of maintaining rapport with clients and keeping them engaged through the post-partum period. The piloted fully embedded OBCM model was well received at DHROB.
 - Fully embedded OBCM staff are readily available to provide assistance with accurately completing risk screening forms.

Implication(s)

- **Outcomes**
 - March to May 2017 data on completed new or transferred DHROB clients risk screening forms indicated positive outcomes. In March, 35.4% or 17 out of 48 new DHROB clients risk screening forms were processed. This number improved in April to 35.9% or 14 out of the 39 new DHROB clients. This increase was more evident in May 2017 when 62% or 16 out of 26 new DHROB clients risk screening forms were processed.
 - Above data indicated a positive trend re: increase numbers of completed risk screenings at DHROB. There was an improvement from the latter part of 2016

average of 25.3% to the current 2017 average of 44.4% for risk screening forms received for DHROB clients.

- **Service delivery**
 - In collaboration with CCNC, all DCoDPH OBCM staff, DHROB staff and providers and other participating OB providers in Durham County continue to receive educational services re: the importance of risk screening and how the process should flow.
 - Year round trainings occur at conferences or workshops that are designed to meet the needs of a facility, county or NC state at large.
- **Staffing**
 - Screenings are conducted by each facility's nursing and medical staff.
 - The services of the Spanish interpreters were required for Spanish speaking clients.
- **Revenue**
 - Accurate and completed screening forms has an impact on DCoDPH revenue. DCoDPH expects to receive \$50.00 (prenatal) and \$200.00 (postpartum) for each client that a risk screening form was completed and accurately billed.

Next Steps / Mitigation Strategies

- The number of collected risk screening is expected to improve through 2017. Therefore, risk screening data collection will continue through 2017 to track trends and plan corrective or sustainability actions.

Division / Program: Nutrition Division / DINE for LIFE/ Partnering with Durham Parks and Recreation - Walltown Park Recreation Center

(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 nutrition education program targeting SNAP-eligible families. DINE nutritionists are partnering with Durham Parks and Recreation to bring nutrition programming to the participants of a Mature Adults fitness class at Walltown Recreation Center.

Statement of goals

- To improve the nutrition and cooking knowledge and self-efficacy of mature adult participants of the exercise classes.

Issues

- **Opportunities**
 - Mature Adults participants meet regularly to attend weekly fitness classes at Walltown Park Recreation Center, offering a captive audience who is interested in maintaining or improving health.

Implication(s)

- **Outcomes**
 - DINE nutritionists provided nutrition/cooking programming following the fitness classes for 3 consecutive Tuesdays in June 2017. Each session includes a nutrition and/or cooking component. Participants receive handouts, recipes, taste testes, and educational reinforcements such as cooking utensils imprinted with health behavior tips.
 - Each session had 8-10 participants. Participants and staff seemed to enjoy the nutrition sessions.
- **Staffing**
 - Each session was staffed by one nutritionist.

Next Steps / Mitigation Strategies

- Another series of classes are scheduled for fall 2017.
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Division / Program: Nutrition / Double Bucks/ Success Story Highlighted on State Website (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' markets. Customers shop with their SNAP/EBT cards (formerly known as food stamps) and the markets match their money up to \$10 every time they shop.
- DCoDPH assists with promotion of the program, as well as grant writing, and providing technical assistance. DCoDPH's DINE team assists with marketing and grant writing.
- The Division of Public Health, Community and Clinical Connections for Prevention and Health Branch highlights local successful programming on their website Eat Smart Move More NC so other farmers markets can work to duplicate the program.

Statement of goals

- To increase knowledge and awareness of the Durham Double Bucks program.
- To share best practices as well as challenges faced by the program.
- To share insights on how to overcome some of those challenges and ideas on innovative ways to promote the program.

Issues

- **Opportunities**
 - The Durham Double Bucks Success Story is featured on the Eat Smart Move More NC website. Other organizations can learn from the Durham Double Bucks program and potentially take on similar programs of their own.
 - The Durham Farmers' Market has the opportunity to discuss being featured on a state website with their partner organizations, calling even more attention to the market and the Durham Double Bucks program.

Implication(s)

- **Outcomes**
 - The Durham County Double Bucks success story is located at eatsmartmovemorenc.com/FarmersMarkets
- **Staffing**
 - The Nutrition Program Manager overseeing the DINE Community team and the Healthy Environments Nutritionist participated in the interview and editing the story.

Next Steps / Mitigation Strategies

- Continue to market and grow Durham Double Bucks in order to improve food access in Durham County.

Division / Program: Nutrition Division / DINE for LIFE/GoDurham Bus Advertisements (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. DINE nutritionists created three bus advertisements in English and Spanish for display on the GoDurham buses during the months of April and May.
- Bus riders were surveyed in June to gather data on the effectiveness of the bus advertisements. The bus ads were still posted on the buses in June.

Statement of goals

- To create effective messaging to encourage simple behavior changes towards healthier food selection and eating habits.

Issues

- **Opportunities**
 - GoDurham ridership numbers were 603, 947 in April 2017 and 605,952 in May. Bus advertisements have the potential to reach a large number of people in Durham.
- **Challenges**

- Bus riders reported spending time looking at phones rather than at advertisements.
- There are multiple advertisements on the buses that compete for riders' attention.

Implication(s)

- **Outcomes**
 - The three bus advertisements promoted the following health messages: 1) Making a Healthy Choice is as Easy as a Drink of Water; 2) Make Half Your Plate Fruits and Veggies and 3) Sweeten Up Your Summer with Fruits and Veggies- More Matters.
 - 104 bus riders were surveyed in June 2017 at the main bus terminal to gather data on the effectiveness of the bus advertisements:
 - 48% of people responded that the Making a Healthy Choice is as Easy as a Drink of Water advertisement made them want to do something different such as: *drink more water, drink water with meals*
 - 55% of people responded that the Make Half Your Plate Fruits and Vegetables ad made them want to do something different such as: *eat more fruits and vegetables, eat healthier, go get a salad*
 - 57% responded that the Sweeten Up Your Summer with Fruits and Veggies- More Matters ad made them want to do something different such as: *eat more fruits and vegetables, go to the farmers' market*
 - When asked if there was anything different we could do to make the advertisements stand out more, we received many positive comments including: "they look great", "I liked it", "the colors were eye-catching", and "it is beautiful". We also received suggestions for improvement such as: "make the words bigger", "use brighter colors", and "use less words". These suggestions and comments will be used in future planning of bus advertisements.

Next Steps / Mitigation Strategies

- Continue to find creative ways to market healthy eating in Durham County and incorporate survey feedback into marketing plans.

Division / Program: Nutrition Division / DINE/Evaluation 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 is a school- and community-based nutrition education program targeting SNAP-eligible families in Durham.
- The DINE school team teaches interactive nutrition classes in eligible (at least half of the students receiving free or reduced lunch) elementary and middle schools throughout Durham County. DINE nutritionists also participate in health fairs, afterschool programs, school gardens, wellness activities, and others, reaching students and parents.

- Every year, the DINE school team conducts multiple surveys and screenings to evaluate the impact of the program.
 - Pre/Post Screenings: Conducted to assess knowledge and behavior change after receiving DINE programming
 - Pre/Post parent surveys: Conducted to assess behavior change from the parent's perspective among students who have received DINE programming.
 - End-of-year parent surveys: Used to assess the impact and quality of the DINE program.
 - End-of-year teacher survey: used to assess knowledge and behavior change among students from teachers' observations.

Statement of goals

- To evaluate the impact of DINE programming in schools.
- To use information gained from screenings and surveys to improve the DINE program.

Issues

- **Opportunities**
 - Evaluating the DINE program is essential to the quality of DINE lessons and activities. By evaluating the program, nutritionists are able to see the strengths and weaknesses of the program and use this data to improve program offerings.
 - DINE has recently hired a nutrition specialist with focus on evaluation for the school team. This team member should help the DINE school team to improve the ways they evaluate the program, providing meaningful and impactful data.
 - Duke and RTI have both expressed interest in partnering with the DINE program for evaluation.
- **Challenges**
 - Evaluating the DINE program is a very time consuming process for DINE team members.
 - At the state and regional level, evaluation requirements are changing. There can be a lag between when requirements are established and when the team understands what is needed and how to report that.
 - DINE sends out a lot of surveys and needs a high return rate to get significant results. Getting a high return rate requires a great deal of attention from DINE team members.

Implication(s)

- **Outcomes**
 - This year, over 7800 DPS students received nutrition/cooking classes through the DINE program.
 - DINE nutritionists taught in more than 340 classes in 13 elementary schools, resulting in more than 1500 lessons taught.
 - DINE nutritionists participated in more than 90 other programs such as health fairs, school-wide events, Hub Farm field trips, and afterschool programs.
 - Nutritionists provided over 5,500 healthy food taste tests this year.
 - Parent Surveys

- 63% of parents reported that they prepared at least one of the recipes from class at home
 - 88% of parent said that their child talks about nutrition/cooking class
 - 29% of families reported they are eating more whole grains
 - 75% of parents reported their child is more willing to eat healthy foods
 - 87% of parents said that their child is more aware of healthy meals and snacks
- Parent Comments:
 - “We have seen a change in her eating especially with snacks. She has been going for a healthier approach. She also likes cooking now.”
 - “My daughter is highly selective and I was worried about the nutrition program making her feel ashamed that she doesn’t like too many healthy foods. Having sat in on a lesson, I was impressed with how non-judgmental and neutral the nutritionist was.”
 - “I love how excited my daughter is about healthy eating. I think it is an important life skill.”
 - “I appreciate that making healthy choices isn’t such a chore anymore. It’s a joint decision.”
- Teacher Surveys: teachers reported that students are:
 - Drinking fewer sugary beverages;
 - Reading the food label more;
 - More interested in cooking;
 - Having more conversations about health and healthy eating;
 - More willing to try new foods;
 - Eating more fruits and veggies.
- Teacher Comments:
 - “They were able to connect how we get our energy from food to the food chains and food webs we've been studying.”
 - “These classes are so great. Provides an opportunity for teachers and students to learn.”
 - “Yes. Our students are more willing to try new things and are making connections between healthy foods and healthy lifestyle”
- Pre/post student screening results
 - 16% increase in 2nd graders correctly identifying the whole grain bread
 - 17% increase in 3rd graders correctly identifying the healthiest snack
 - 21% increase in 4th graders correctly identifying the whole grain food
 - 25% increase in 5th graders identifying the definition of mindful eating
 - 42% increase in middle schoolers correctly identifying the heart-healthy fat.
 - 28% of 4th and 5th graders reported a decrease in their consumption of sports drink and other fruit flavored drinks.
 - 16% of 4th and 5th graders reported a decrease in their soda consumption
- Pre/post parent survey
 - After completing the program, 24% of parents reported an increase in the daily frequency that their children ate fruit

- After completing the program, 23% of parents reported an increase in the daily frequency that their children ate vegetables
- **Service Delivery**
 - The DINE Elementary School program during the 2016-2017 school year was staffed by three full-time and two part-time nutritionists and served 13 schools with the series curriculum and an additional nine schools with individual programs.
 - The DINE Middle School program during the 2016-2017 school year was staffed by one full-time nutritionist and served seven middle schools.
- **Staffing**
 - All members of the DINE School Team are involved in survey preparation and distribution, and data collection and analysis.

Next Steps / Mitigation Strategies

- Use 2016-2017 data to update DINE lessons and programs.
- Bring new evaluation specialist up to speed on current evaluation strategies.
- Explore the possibilities of partnering with Duke and RTI for evaluation needs.
- Explore the feasibility of conducting a longitudinal study on the impacts of nutrition education.

Division / Program: Nutrition Division / Clinical Nutrition/Healthy Families Durham Collaboration
(Accreditation Activity 20.2 – The local health department shall collaborate with community health care providers and agencies to reduce barrier to access to care.)

Program description

- Pediatric nutrition presentation provided to Healthy Families Durham staff over the course of 2 1-hour sessions.
- Nutrition presentation was a comprehensive review of nutrition guidelines from birth to age 3. Breastfeeding, MyPlate, and strategies to help picky eaters were some of the topics discussed.
- Healthy Families Durham is an intensive home visiting program designed to reduce child abuse/neglect, improve interactions between parent and child, and increase parenting skills in families who have multiple stressors.

Statement of goals

- To increase awareness of Nutrition Services offered at the Durham County Department of Public Health (DCoDPH).
- To generate referrals for Nutrition Clinic at DCoDPH.
- To provide review of nutrition guidelines for children.

Issues

- **Opportunities**

- Staff at Healthy Families Durham interact with pediatric and adult clients who may be eligible and in need of DCoDPH Nutrition Services.

Implication(s)

- **Outcomes**
 - Healthy Families Durham staff gained basic pediatric nutrition knowledge.
 - Healthy Families Durham staff will be able to refer clients to the DCoDPH Nutrition Clinic.
- **Staffing**
 - Presentation conducted by DCoDPH nutritionist.

Next Steps / Mitigation Strategies

- Follow up with Healthy Families Durham for future collaborations/needs.

Division / Program: Nutrition Division / DINE for LIFE/ Alive e-newsletter

(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 DCoDPH DINE program launched a monthly e-newsletter, “Alive!” in April that is targeted to Durham residents that receive SNAP.

Statement of goals

- To increase the nutrition knowledge of Durham families by providing healthy recipes, nutrition tips, and information and local resources to help them eat healthy on a budget.
- To encourage simple behavior changes towards healthier eating and activity habits.

Issues

- **Opportunities**
 - DINE staff markets the newsletter through workshops and community events. It is also linked to the DINE website.
 - The newsletter contains nutrition tips and healthy recipes with budget friendly and seasonal ingredients. The newsletter also promotes the Farmer’s Market Double Bucks program.
 - Each newsletter contains a link to a short survey to evaluate effectiveness and impact. Survey data will be compiled and used to help guide future newsletters.
- **Challenges**
 - The newsletter is not published in Spanish so we are unable to appropriately communicate in this format to our Spanish-speaking audience.
 - The survey has had low participation rates.

Implication(s)

- **Outcomes**
 - The newsletter was sent out in April, May, June, and July 2017. The average open rate is 35%, which is a little higher than average.
 - There are currently 395 subscribers to the e-newsletter.
- **Staffing**
 - One nutritionist writes the newsletter.

Next Steps / Mitigation Strategies

- The DINE Community Nutrition Specialist will continue to collect email addresses for and write, edit, and send out the Alive! e-newsletter.
 - Survey results will be used to improve the newsletter.
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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 June Activities – 6/7/2017
 - “Fight the Bite” Against Mosquitoes – 6/26/2017
 - DCoDPH to Close in Observance of Independence Day – 6/27/2017
 - Website Updates
 - All Press Releases Added to Website
 - June Events Added to ‘Upcoming Events’ page
 - Independence Day Closing Announcement Added to Home Page
 - Added Mosquito Prevention graphic on Home Page
 - Update on Endemic Arboviral Diseases, Lyme Disease, Tickborne Rickettsial Disease, and CDC Guidelines for Zika Virus Testing added to CD Information for Healthcare Providers page
 - Community Connections eNewsletter sent on June 6.
 - Mosquito Prevention Awareness Campaign
 - Mosquito Prevention email sent to Triangle Apartment Association (They will share on their social media.), Hope Valley Neighborhood Association (They will share on their listserv.), Northgate Park Neighborhood Association, Durham CAN (Congregations, Associations, & Neighborhoods), Watts Hospital-Hillandale Neighborhood Association, Forest Hills Neighborhood Association, Grove Park Community Association, Woodcroft Community Association (They will do an email blast.), Burch Avenue Neighborhood Association, Treyburn Homeowners Association, Parkwood Homeowners Association (They will forward to their Google group, print and post flyers, and add an announcement in their newsletter.), Woodlake Homeowners Association, Dover Ridge Neighborhood Association (They will send an eblast and post of the Facebook page.), Duke Park Neighborhood Association, Morehead Hill Neighborhood Association, & Preservation Durham.
 - Emailed County Communications about putting mosquito prevention graphic on County screensavers.
 - Mosquito Prevention graphic now on lobby monitors & in social media rotation
 - Mosquito Prevention press release now added as a news story to the DCoDPH website
 - Request sent to Hudson Oliver to gain access to put graphic on homepage.
 - CAS, Inc. – a HOA that operates many communities in Durham will send an eblast to residents.
 - Distributed mosquito prevention materials at local Starbucks, Panera Bread, Whole Foods, libraries, and community centers.

- The Links at Thorndale, Mike Embree Insurance, and Triangle Apartment Association shared our Facebook posts with their groups.
- Asked Health Education Program Manager to include mosquito prevention graphic in monthly webinar distribution and health ministry group.
- Contacted Nutrition about distributing the information to the DINE daycares.
- Emailed Durham Police Chief about an Environmental Health Specialist speaking the neighborhood PAC meetings.
- Emailed local summer camps listed under Durham Public Schools, Durham Parks and Recreation, Durham Academy, and Durhamsummercamps.org
- Media Archives
 - The Five Health Problems Affecting Latinos in Durham – 5/31 (Que Pasa)
 - [Triangle Apartment Association Community Outreach for Mosquito Awareness – 6/26](#)

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

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 July Activities – 7/6/2017
 - Website Updates
 - New website went live on July 12. Still reviewing access.
 - Public Newsletter
 - Community Connections eNewsletter sent on July 3.
 - Media Archives
 - Chris Salter interviewed with Brandon Dickson of WPTF Radio about mosquito prevention – 7/5/2017
 - Linnie Supall of Spectrum News (formerly Time Warner Cable News) interviewed Karen McLeod about Durham heat – 7/21/2017
 - Tim Pulliam of ABC11 reported on crypto illness in Durham – 7/26/2017
<http://abc11.com/health/durham-pool-reopens-after-parasitic-illness-shut-it-down/2252881/>

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