

**Health Director's Report  
April 12, 2018**

**Division / Program: Nutrition / DINE for LIFE / Nutrition Education in Durham**

**(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 school team provides nutrition education and support for wellness initiatives at sixteen Durham Public Schools (DPS) elementary schools.
- The direct education component of the program uses a flexible curriculum that includes a minimum of five core lessons and allows school nutritionists opportunities for additional lessons or activities that are tailored to the needs of each school.
- The administrators at Club Boulevard Elementary are interested in preventing childhood obesity and requested a lesson for the students that specifically addressed this topic. During the 2017-2018 school year, the DINE nutritionist at Club Boulevard Elementary collaborated with the school nurse to provide a direct education lesson on childhood obesity prevention to all 5<sup>th</sup> graders.

**Statement of goals**

- To introduce the topic of childhood obesity to 5<sup>th</sup> graders and discuss four variables that play a role in childhood obesity prevention.

**Issues**

- **Opportunities**
  - The childhood obesity prevention class was in addition to the normal curriculum, thereby increasing the number of contacts with each 5<sup>th</sup> grade student.
  - Collaborating with the school nurse to plan and teach the lesson demonstrated to the students that school staff are united with a shared vision of preventing childhood obesity.
- **Challenges**
  - Planning and scheduling was a challenge, since it involved coordination of the schedules of the DINE nutritionist, the school nurse, and the 5<sup>th</sup> grade classes.

**Implication(s)**

- **Outcomes**
  - The 45-minute lesson was taught to all three 5<sup>th</sup> grade classes, reaching 76 students.
  - Using the SNAP-Ed Evaluation Framework guide, a post-survey was developed and administered to the students to evaluate intent to change as reflected in the Transtheoretical (Stages of Change) model. Evaluation results include:
    - Fruits & Vegetables

- 70.4% of students report already eating, or trying to eat, 5 servings of fruits & vegetables each day. Of the remaining students, 19.7% are planning to start.
  - Drinking Water Instead of Sugary Beverages
    - 62.3% of students report already drinking, or trying to drink, water instead of sugary beverages. Of the remaining students, 16.4% are planning to start.
  - Physical Activity
    - 81.7% of students report already doing, or trying to do, 1 hour or more of physical activity most days. Of the remaining students, 10% are planning to start.
  - Recreational Screen Time
    - 55.0% of students report already limiting, or trying to limit, recreational screen time to 2 hours or less each day. Of the remaining students, 5% are planning to start.
- An obesity prevention bulletin board was developed by the nutritionist, nurse, and students. It was displayed in the school and indirectly reached 488 students.
- **Service delivery**
  - The lesson began with the nutritionist defining obesity, and discussing the multitude of factors that play a role in the development of obesity.
  - The nurse then discussed the increased risks associated with being obese, including heart disease, diabetes, depression, and more.
  - Together, the nutritionist and the nurse discussed in detail an evidence-based method for childhood obesity prevention called 5-2-1-0: Five servings of fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity, and 0 sugary beverages (drink water instead).
  - After the lesson, students created artwork related to the 5-2-1-0 message and an obesity prevention bulletin board was created and displayed in the school.
- **Staffing**
  - One DINE nutritionist and one school nurse staffed the classes with support from classroom teachers.
- **Revenue**
  - No revenue was generated by this activity.

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

- Based on the evaluation results, the lesson will be updated.
- The school nurse and nutritionist plan to teach the lesson in subsequent years.
- The school nurse and nutritionist will meet to discuss the logistics of developing a similar lesson for younger grade levels.
- The lesson will be made available for use in other elementary schools.

**Division / Program: Nutrition/Health Promotion/Nutrition Education at North Carolina Central University**

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

**Program description**

- On February 28, 2018, DCoDPH's Nutrition Division provided nutrition education to students at North Carolina Central University (NCCU).
  - Presentation #1 to NCCU Health Promotion students about the roles and responsibilities of a Public Health Nutritionist and healthy eating for life.
  - Presentation #2 to NCCU Early Childhood Development students about the roles and responsibilities of a Public Health Nutritionist and how to incorporate nutrition and physical activity in early childhood lesson plans.

**Statement of goals**

- To deliver health promotion and disease prevention education and medical nutrition therapy (MNT) to the residents of Durham County and students of local institutions of higher education.
- To improve dietary habits and increase physical activity.
- To show improvement in making healthy food choices.
- To demonstrate increase in knowledge of healthy food choices and the benefits that result from improvements in daily diet.
- To learn to plan easy, healthy meals and choose healthy snacks.

**Issues**

- **Opportunities**
  - Collaboration between the Nutrition Division and NCCU to promote the goals of both agencies.
  - Nutrition Clinic seeks to market its nutrition services.

**Implication(s)**

- **Outcomes**
  - Presentations reached 54 students.
  - A majority of the students in the classes were African American. The presentation may have increased interest in the field of nutrition for these students. More students of color are desired in the field of nutrition.
- **Service delivery**
  - Presentations provided by a DCoDPH Registered Dietitian.

**Next Steps / Mitigation Strategies**

- DCoDPH's Nutritionists will continue to collaborate with community agencies serving residents in Durham. Nutrition Division nutritionists will continue to serve as guest instructors for students at NCCU for health promotion and disease prevention education.

**Division / Program: Nutrition/DINE/Presentation at NC Child Hunger Leadership Conference**

**(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 Nutrition Division's DINE program presented at the NC Child Hunger Leadership Conference on Feb. 15, 2018. Two DINE Nutritionists, Meghan Brown and Raina Bunnag presented to all attendees about DINE programming, including the DINE in Schools, Childcare, Community and Healthy Environments programs. Specific duties, goals, outcomes and impact on the communities because of this program were highlighted.

**Statement of goals**

- To highlight the success of DINE and DCoDPH in nutrition education and policy, systems and environmental change work.
- To 'Ignite the Spark' (session title) in other leaders over North Carolina to use creative and innovate programming to end child hunger within their communities.
- To network with other leaders working in the field in order to share resources and lessons learned.

**Issues**

- **Opportunities**
  - The Governor, Durham County School Nutrition Administration, Special Nutrition Programs Administration, Commissioners, State Health Director, and the NC Attorney General were in attendance and learned about the impact that the DINE is making.
- **Challenges**
  - The presentation was limited to 3 minutes and 8 slides. Contact information of DINE staff was provided in hopes that people will reach out to learn more.

**Implication(s)**

- **Staffing**
  - Two DINE Nutritionists prepared and executed the presentation.

**Next Steps / Mitigation Strategies**

- Follow-up with the connections that made at the conference in order to work together to end child hunger throughout North Carolina.

### **Division/Program: Dental/Treating Pregnant Women**

**(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 Dental Division is resuming practice of seeing pregnant women in the clinic.

#### **Statement of goals:**

- To promote good oral hygiene through regular dental visits as OB patients are at an increased risk for gingivitis and caries. Per the American Dental Association, studies have concluded associations exist between periodontitis and pre-term birth, low birthweight babies, and the development of pre-eclampsia.

#### **• Issues**

##### **• Opportunities**

- The Department's new Dental Practice Administrator is a general practitioner with vast experience in treating pregnant patients.
- Dental Assistant from Tooth Ferry will assist Dentist in treatment of OB patients, thus pregnant women can be scheduled as additional column – not fit into open slots.
- In collaborating with the Women's Health Clinic, Dental Division will participate in *Centering* classes, utilizing our bilingual hygienist for the Spanish-only classes.
- During Maternal Health Orientation, information on dental services will be provided, and referral/registration forms will be generated.

##### **• Challenges**

- Opening up access beyond past practice of seeing patients only on Friday mornings.
- Developing protocols and revising policy (as needed) to reflect goal of treating OB patients throughout all stages of pregnancy.

#### **Implication(s)**

##### **• Outcomes**

- The Dental Division has held first meeting with Women's Health.
- The Division is in process of editing policies and developing procedures to provide standardized care.
- Front desk has begun scheduling patients.

- **Service delivery** – The clinic is planning on scheduling appointments for pregnant women throughout the week.

- **Staffing**- Dentist (Dental Practice Administrator), Dental Assistant, and Hygienist.

- **Revenue** – To be determined.

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

- The Dental Division will discuss ways to expand services for pregnant women, and will encourage patients to bring children to the clinic.

## **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
    - Go Further with Food This March During National Nutrition Month – 3/1/2018
    - Stay Connected with DCoDPH March Activities – 3/5/2018
    - DCoDPH Announces New Website Launch – 3/15/2018
    - Durham Ranked 11<sup>th</sup> of 100 Counties in Health Rankings, Up 4 Spots Since 2017 – 3/20/2018
    - DCoDPH to Close in Observance of Good Friday – 3/26/2018
  - Website Updates

- All Press Releases Added to Website
- March Events Added to PH Calendar
- Input March BOH Meeting Agenda on Website
- Community Connections eNewsletter sent on March 7.
- Media Archives
  - [Opioid crisis forum grows to tackle human costs of all types of substance abuse. Why?](#) – The Herald Sun – March 5, 2018
  - [Thinking of drinking “raw water?” Why health experts say beware.](#) – The Herald Sun – 3/13/2018
  - [Twice doctors told her she was going to die. Now she’s keeping other women alive.](#) – The Herald Sun – 3/23/2018
  - [A Call for Gun Violence Prevention](#) – NC Health News – 3/23/2018

### **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
- Promote internal communications strategies

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### **Division / Program: Health Education & Community Transformation / Partnership for a Healthy Durham**

**(Accreditation Activity 1.1 – The local health department shall conduct a comprehensive community health assessment every 48 months)**

### **Program description**

- The Community Health Assessment (CHA) is systematic collection, analysis, and dissemination of information about the health of the community.
- The CHA is performed every three years in partnership with Partnership for a Healthy Durham and the local hospital system, Duke Health.

### **Statement of goals**

- To understand health concerns that affect residents
- To identify factors that affect the health of a population
- To assess current efforts, gaps and the Partnership for a Healthy Durham’s role in addressing the top priorities.
- To determine resources available to address these factors

### **Issues**

- **Opportunities**
  - Share results with community members across the county in a variety of methods (in-person, website, social media, print, TV)

- Use results as conversation starter regarding health priorities and factors that affect health such as institutional racism and poverty.
- Work with community partners and community members to develop strategies for addressing health priorities in Durham
- Use results to develop community health improvement plans (CHIP) for Durham
- Change the format of the community health improvement plan (with advance permission from the State)
- Redefine the CHIP process
- **Challenges**
  - Ensure that the results are shared with all areas of Durham County
  - Address policy and systems changes instead of focusing on education and programs
  - Determine what committees the Partnership will have around priority areas
  - Coordinate efforts across partners so efforts aren't being duplicated

### **Implication(s)**

- **Outcomes**
  - The top health priorities as identified by the community are affordable housing, access to healthcare and health insurance, poverty, mental health and obesity, diabetes and food access.
  - The CHA is made of 47 sections in 14 chapters with a total of 446 pages. Ninety-three individuals contributed to the document. Topics range from determinants of health, lifestyle behavior factors, chronic disease, acute illnesses, reproductive health, injury and violence, oral health and environmental health.
  - A new chapter on LGBTQ+ Issues was added to the 2017 assessment. During the writing of the chapter, it was found there is very little Durham County health data on the LGBTQ+ Issues. The Durham County Department of Public Health (DCoDPH) and community partners will have to determine how to address this.
- **Service delivery**
  - DCoDPH staff developed a five-page template for authors in order to reduce the length of the document and make it more user friendly. DCoDPH staff worked closely with writing teams to review and edit chapters.
  - Gayle Harris, Michelle Lyn and Tara Blackley served as editors and conducted a final review.
  - DCoDPH staff also wrote the executive summary and compiled the final document.
- **Staffing**
  - The Partnership for a Healthy Durham Coordinator and DCoDPH epidemiologist facilitated the process and received support from Duke Division of Community Health and community partners.
- **Revenue**
  - None

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

- The 2017 CHA was submitted to the North Carolina Division of Public Health on March 5.



- The executive summary will be translated into Spanish and copies of the English and Spanish versions will be distributed to the community.
- A final draft of the CHA is currently available on the Partnership for a Healthy Durham website at [www.healthydurham.org](http://www.healthydurham.org). Comments will be accepted until April 6. Final edits will be made and the final report will be released in April.
- A press release, social media postings and community presentations will continue to follow the release of the electronic version of the report.
- Committees will complete CHIPs by September 2018.

**Division / Program: Health Education & Community Transformation / Diabetes Awareness Month Events**

**(Accreditation Activity 10.1: The local health department shall develop, implement and evaluate population-based health promotion/disease prevention programs and educational materials for the general public.)**

**Program description**

- The Chronic Care Initiative health educators held two installments of the “What’s the 411?” workshop series in February and March.
- The topics covered were:
  - Eating Healthy and Delicious with Diabetes (February 1, 2018)
  - A Healthy Weight, the Healthy Way (March 27, 2018)

**Statement of goals**

- To provide information and recipe ideas for healthy eating with diabetes without sacrificing the flavor.
- To explore the basics of weight gain and weight loss and the relationships to overall health.
- To build rapport between local clinical providers and community residents.
- To increase understanding and raise awareness about the relationship between diabetes management, eating and exercise habits.

**Issues**

- **Opportunities**
  - These sessions were designed with community input and addressed topics in which past participants had expressed interest.
  - Participants attending this event were able to receive information about other events and resources at DCoDPH.
  - Recurring community outreach health education sessions and events allowed for wider distribution of flyers and personalized recruitment. Flyers were also distributed to local partners during various community meetings.
  - A press release and media advisory were sent out informing the public about the event.

- **Challenges**

- During the February workshop, many participants expressed frustration about the limited parking available. This made a few of the individuals late for the program. There were also some participants who opted for a paid parking option but needed to run out to check on their car to ensure that their parking time did not expire.
  - To address this issue, the March workshop was moved from the Human Services Building to South Regional Library. This allowed for better parking availability as well as a parking lot that was generally closer to the building entrance as there are some participants with mobility concerns.
- Since the event occurs during working hours, this does affect the availability of many community members.

## **Implication(s)**

- **Outcomes**

- On Thursday, February 1, 2018 the 10<sup>th</sup> workshop in the “What’s the 411?” series, “Eating Healthy and Delicious with Diabetes”, was held at the Human Services Building from 10:00am - noon.
- Dr. Afreen Shariff from Duke Endocrinology presented tips on healthy eating and recipes. Participants discussed potential barriers to eating healthy and how to overcome them.
- Twenty-six (26) participants attended. Among the participants that completed an evaluation, 96% agreed that the presenter was knowledgeable of the topic; 100% reported that they were likely to make a change based on the information learned at the event. Some of these changes included “cooking more at home” and “drinking more water”.
- On Tuesday, March 27, 2018 the 11<sup>th</sup> workshop in the “What’s the 411?” series, “A Healthy Weight, the Healthy Way”, was held at South Regional Library from 11:00 AM – 12:30 PM.
- Dr. Carmen Samuel-Hodge from UNC Department of Nutrition guided the group through a discussion on the basics of weight gain and weight loss and provided tips on losing weight the healthy way and keeping it off.
- Nineteen (19) participants attended. Among the participants that completed an evaluation, 100% reported that they learned something new. 93% reported that they were likely to make a change based on the information learned at the event. Some of these changes included “adding more exercise in my daily activities” and “watching my portion sizes”
- Three (3) participants in the February workshop signed-up on site for a planned 6-week Chronic Disease Self-Management Workshop which concluded on March 19, 2018.

- **Service delivery**

- **Staffing**

- 1 Health Education Specialist staffed each event.

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

- Consider participant suggestions (e.g., reading food labels, mental health, depression, and chronic pain) for future topics for upcoming series
  - Hold the Chronic Pain workshop in June
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### **Division / Program: Health Education and Community Transformation/ National Condom Week**

**(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 Condom Week (NCW) is usually celebrated the same week as Valentine's Day in the USA. Humor is used to help provide education, and National Condom Week has become a tool to help educate young adults about serious risks involved with unprotected sex. This includes the risk of getting and spreading sexually transmitted diseases including HIV as well as helping to prevent other STDs.
- In observance of National Condom Week, the Health Education and Community Transformation Division, Durham Coalition on Unintended Pregnancy Prevention (DCUPP), North Carolina Central University Student Health Services and Department of Public Health Education (P3 students) sponsored several National Condom Week activities from February 12-16, around the theme #Iplanprotectprevent. The first events were held on Monday and included a relationship conference on the campus of NCCU and condom distribution at Durham Technical College. Tuesday activities consisted of HIV testing and condom distribution at NCCU. Wednesday activity consisted of giving away treats for your sweets bags in NCCU's WG Pearson cafeteria at 11 am and 4 pm. Thursday consisted of testing at Campus Crossing. All events provided educational resources and demonstrated the importance of proper condom use.

### **Statement of goals**

- To raise awareness about HIV/AIDS and other STDS and the impact on different age groups, especially among 15-24 year olds.
- To promote developing healthy sexual relationships and the importance of verbal consent
- To raise awareness of proper and consistent condom use

### **Issues**

- **Opportunities**
  - Collaboration with a group of students focused on pregnancy prevention on campus to plan and implement the NCW activities.
  - Planning and collaboration with community partners.
- **Challenges**
  - Low attendance for some of the events.
  - Two events were cancelled due to lack of support and marketing (offsite) among other community partners

### **Implication(s)**

- **Outcomes**
  - A total of 75 students attended the relationship conference. Presenters were Tanya Bass and Kevin Harrell
  - 53 individuals received free screenings (HIV, Syphilis, Gonorrhea, Chlamydia and Hepatitis C) and 2,300 condom bags were provided along with community information and resources.
- **Service delivery**
  - #Iplanpreventprotect T-shirts were distributed
  - NCCU students were provided with different assignments such as recruitment (students/space), marketing (flyer developed/approved) and fundraising.
  - Two weeks prior to all events, flyers were disseminated on campus and other sites in the community
- **Staffing**
  - Health Educators from HECT
  - NCCU P3 (iplanpreventprotect) students
  - NCCU Student Health Services
- **Revenue**
  - None

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

- Start planning for 2018 in September.
- Move more activities off campus.