

**Health Director's Report
June 14, 2018**

Staff Recognitions

School Health Program Elementary School Program, Community Health Division

Sara Snyder, BSN, RN Senior Public Health Nurse has been officially recognized for her expertise in school health nursing practice by earning certification as a Nationally Certified School Nurse (NCSN).

This certification represents a national standard of competence in school health nursing knowledge, preparation and practice.

Congratulations to **Sara Snyder**, Nationally Certified School Nurse! We are proud of her motivation and desire to earn this credential, and to excel in public health services!

Karla Crews, BSN, RN, Senior Public Health Nurse enhanced her skill sets in professional nursing practice by earning a Bachelor of Science in Nursing (BSN) degree from Fayetteville State University in May 2018

Ms. Crews' BSN represents a nationally recognized standard of nursing competence in her current public health position, and will complement public health and community collaborations that focus on the health and academic success of students attending Durham Public Schools.

Congratulations to **Karla Crews!** We are proud of her motivation and desire to continue her education, and to excel in the provision of public health services!

Division / Program: Nutrition Division / DINE/Nutrition Based Outdoor Cooking Classes (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.
- The DINE school team provides nutrition education and support for wellness initiatives at sixteen Durham Public Schools (DPS) elementary schools and up to seven middle schools.
- For the past two years, a DINE nutritionist has been partnering with the Outdoor Education teacher at Merrick-Moore Elementary to provide nutrition based outdoor cooking classes for 3rd-5th graders, a group of students that the DINE nutritionist previously did not have the opportunity to teach.

- The goals of the program include teaching basic cooking and healthy eating skills, using a camping stove, and teaching outdoor food safety and campfire safety.
- As a result of this pilot program, the DINE nutritionist and Outdoor Ed teacher applied for an Action for Healthy Kids Grant and were awarded \$1,000 to develop a toolkit and acquire cooking equipment that can be used as a unit within the Outdoor education curriculum. The toolkit will aim towards 3rd-5th graders and will focus on outdoor cooking and making healthy recipes. Students will learn how to operate a camping stove and will learn basics about healthy eating, including MyPlate and the five healthy food groups, importance of fruits & vegetables and that healthy foods can be delicious. Each class will focus on a basic cooking skill such as reading a recipe for accuracy, cooking terminology, knife skills, measuring, grating, peeling, and cooking on a stove top. Students will then use that skill to practice making a healthy recipe.
- This program was successfully piloted this year as a part of the DINE program. However, the goal of the toolkit is to create a resource for the outdoor education teacher to implement the program independent of the DINE program.

Statement of goals

- To teach students that healthy foods can be delicious.
- To teach students nutrition, basic cooking skills, campfire safety, and outdoor food safety.

Issues

- **Opportunities**
 - This program provides a way to reach students who wouldn't normally receive nutrition/cooking classes.
 - Developing a successful toolkit and implementation strategy will provide a model for other schools that might be interested in running a similar program.
- **Challenges**
 - Running an intense cooking program requires a lot of time, resources, and upfront planning. Having a toolkit will lessen this burden, but effective implementation still requires a dedicated teacher.
 - While technically the program can be run independently, it is much more effective to have more than one adult in the classroom helping students learn how to cook. Most classes rely on just one teacher to run the class.

Implication(s)

- **Outcomes**
 - Year 1: 9 classes, 36 lessons, reaching about 200 students
 - Year 2: 16 classes, 75 lessons, reaching about 350 students
 - Students received a packet of recipes prepared in class to take home
 - Action for Healthy Kids (AFHK) Grant
- **Service delivery**
 - Each class consisted of a very brief nutrition lesson, a cooking skill, and preparation of a healthy dish outside (when the weather cooperated).
 - At the end of the cooking activity, students cleaned the dishes, teaching students that cleaning is an important part of cooking.

- **Staffing**
 - One DINE nutritionist partnered with the Outdoor Education teacher to implement the program. Various interns and volunteers helped during cooking classes to help classes run smoothly.
 - The DINE Healthy School Environments Nutritionist assisted in editing the AFHK grant application.
- **Revenue**
 - No revenue was generated by this activity.

Next Steps / Mitigation Strategies

- Start developing toolkit components.
- Continuous communication with Outdoor Education teacher during toolkit development.

Division / Program: Community Health /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

- OB Care Management (formerly called PCM) services are provided to assist Medicaid eligible pregnant women in accessing resources and other services that will lead to good pregnancy outcomes. OBCM services are also provided to some patients who are not eligible for Medicaid -these are primarily Spanish-speaking patients.

Statement of goals

- To provide back-up OBCM coverage for OBCM care at to non-DCoDPH sites. This initiative is in collaboration with Community Care of North Carolina (CCNC).

Issues

- **Challenges**

Some non-DCoDPH OB clinics sites have only one OBCM staff assignment. OBCM coverage to offsite locations becomes a problem during unscheduled staff absences. Lack of OBCM services during unscheduled absences may be a barrier to meeting program goals.

- **Opportunities**

Three Pregnancy Medical Homes (PMH) need backup OBCM. The three PMH are (1) Durham OB/GYN, (2) Duke Family Medicine and (3) UNC practices. One of the OBCMs embedded at Duke High Risk OB clinic will cover UNC practices. There is also coordination with Orange County OBCMs to provide coverage. Another OBCM will provide coverage for Durham OB/GYN and will also be provide back-up coverage for Durham Women's clinic and Harris/ Smith which are in the same vicinity. Another DCoDPH OBCMs located at Duke High Risk OB clinic will serve as back-up for Duke Family Medicine because this site is in the same vicinity as Duke High Risk OB clinic.

Implication(s)

- **Outcomes**

This initiative is being piloted for three months. Piloting started in April 2018. Outcome evaluation will occur when piloting is completed.

- **Service delivery**

The new initiative will ensure that DCoDPH OBCM continue to deliver on program deliverables and meet/exceed program measures.

- **Staffing**

- There are three full time OBCM staff on-site at Duke, while five OBCMs remain on-site at DCoDPH. There is adequate staffing to provide coverage as discussed above.

- **Revenue**

- Additional mileage expenditure may occur.

Next Steps / Mitigation Strategies

- OBCM care is expected to reduce healthcare disparities and maternal/child morbidities.
-

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
 - 2017 Durham County Community Health Assessment Reveals New Health Priorities and Data – 5/1/2018
 - Stay Connected with DCoDPH May Activities – 5/2/2018
 - Rethink Your Drink: Choose Water to Hydrate – 5/8/2018
 - DCoDPH to Close in Observance of Memorial Day – 5/21/2018
 - Website Updates
 - All Press Releases Added to Website Newsroom Page
 - June/July Events Added to PH Website Calendar
 - Input June BOH Meeting Agenda on Website
 - Community Connections eNewsletter sent on May 2 and June 5.
 - Media Archives
 - State of the County Address Covers Education, Infrastructure, and Equity – INDY Week – 3/28/2018
 - Durham County Launches A Safe-Syringe Program and Will Offer Free Narcan Kits to Combat the Opioid Epidemic – INDY Week – 4/2/2018
 - Crime is Down in Durham; Who Gets the Credit? – ABC 11 – 5/8/2018
 - Women’s Health Awareness Day Empowers Participants from 27 Counties – National Institute of Environmental Health Science - May 2018
 - Social Media
 - All press releases, events, and monthly observances in Facebook, Twitter, and/or Instagram rotation

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 e-Newsletter subscribers
- Promote internal communications strategies

Division / Program: Health Education Division / Durham County Sheriff’s Office Health Fair

(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 Durham County Sheriff's Office Health Fair was held on Wednesday, May 16, 2018 at the Durham County Detention Facility from 11:00pm-3:00pm.
- Health Education staff and other agencies participated in this event. (i.e. CAARE, Legal Advisor, Triple P, Alliance Behavioral Health, Bull City Chiropractor, Cooperative Extension, Parks and Recreation Department)

Statement of goals

- To increase awareness of communicable and chronic disease in the Durham community
- To link staff at the Durham County Detention Facility (DCDF) with health resources in the community
- To increase the rapport between the staff at the DCDF and DCoDPH

Issues

- **Opportunities**
 - The health fair was held during lunch hours to allow staff to participate.
 - Incentives were given to all in attendance (Brochures, Pamphlets, Bags, Pens, Bowls, Massage Vouchers)
 - All vendors successfully attended
 - Reached a good proportion of the Sheriff's office population at work on the day of Health Fair.
 - Health Fair was held in the hallway leading to the cafeteria, so employees had to walk by for lunch, which helped raise awareness of event.
 - Free blood pressure screenings were provided by CAARE, Inc.
 - Condoms and other sexual health preventative practices were given out to staff
- **Challenges**
 - No one was interested in HIV testing despite great efforts to advertise this service.

Implication(s)

- **Outcomes**
 - A total of 35 participants attended and completed a survey at the event about services received and any additional services/organizations they wished to see at the event in the future.
- **Service delivery**
 - Flyers were developed and distributed throughout the courthouse and detention facility. Diane Roghelia emailed the flyer to the detention facility staff and supervisors at the courthouse.
- **Staffing**
 - The Health Education Enhanced Jail Testing team led the event planning and staffed the event.
 - Additionally, staff from the Public health division; Nutrition, Diabetes Chronic Care Initiative, Health Promotion Awareness (Gun Safety), Alliance Behavioral Health, and Triple P participated in the event.
- **Revenue**
 - None

Next Steps / Mitigation Strategies

- Find a more effective way to encourage individuals get tested for HIV
 - Create a point of interest for the event that will help increase attendees to at least 50 people
-

Division / Program: Health Education / Community Transformation

(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 2-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

- By the end of FY18, 483 women will have received a long-acting reversible contraceptive (LARC), either at DCoDPH or Lincoln Community Health Center.
- By the end of FY18, 575 new callers from Durham will have called QuitlineNC for tobacco cessation support.
- By the end of FY18, Triple P will have increased the number of children aged 0-5 served (from a baseline of 0).
- Each quarter, Family Connects, the universal home visiting program for families with newborns, will conduct at least 64 integrated home visits (prorated at 25%).
- 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 the two community members who consistently attend monthly CAT meetings and use feedback from the CAT to inform EBS implementation and components
 - Recruit more community members, particularly of reproductive age, to actively participate in the CAT
 - As a result of this grant, Lincoln Community Health Center has been able to offer LARCs for the first time and there is increased 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**

- Program Manager position was vacant from January – April, but is now filled.
- Due to staff turnover, Triple P was unable to meet its goals of engaging children and caregivers. However, staff did engage with 133 agencies and trained 12 providers.
- There are a limited number of providers at DCoDPH who can insert LARCs, making it difficult to provide them to all patients as quickly as possible.
- We lost three community members on the CAT because they found employment or moved.
- SHIFT-NC was providing supplemental funding but is receiving federal cuts which will result in decreases to the Family Connects program.

Implication(s)

- **Outcomes**

- A total of 290 DCoDPH clients have received a LARC in FY18 thus far. A total of 151 LCHC clients have received a LARC in FY18 thus far. In total, this is 441 patients, which is 91% of the goal for FY 18.
- Triple P did not complete services with children aged 0-5, failing to meet the goal.
- In Q2, Durham Connects conducted 106 integrated home visits in Q2, and 99 visits in Q3. This surpassed the goal of 64 visits each quarter. (These data are prorated at 25%.)
- QuitlineNC has received 345 unique callers or customers from Durham in FY18 thus far. This is 60% of the goal for FY18.
- The Tobacco Education Specialist worked with the developers of the One Call app to design a platform for people to report tobacco-related issues that get sent directly to the Tobacco Education Specialist.

- **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**

- The ICO4MCH Project Manager, lead contact for the overall project and LARC, was recently filled.
- 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 million-dollar grant from the Women’s and Children’s Health Section of the NC Department of Health and Human Services. The grant funding was originally for three years and then all sites had contracts changed to a two-year period. Durham reapplied for another cycle of funding and was successful and will begin the new two-year cycle on June 1, 2018. 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.
- Develop and implement a LARC media campaign.
- Schedule training opportunities for healthcare providers related to LARC and tobacco.
- Due to Triple P outcomes, the next two-year cycle will not fund this program but continue the other three initiatives.