

Health Director's Report April 13, 2014

Staff Recognition

Lee Lichtenwalter, MPH, RD, LDN, Clinical Nutritionist, was selected as “Dietitian of the Year” by the Durham-Chapel Hill Dietetic Association. Lee was nominated for this honor by a peer outside of DCoDPH. Her nomination was supported by many with whom she has worked. Lee was selected to be the district representative for the “Outstanding Dietitian of the Year” award, and her nomination will now go forward to the state level competition where the NC Dietetic Association will announce the state award. Lee’s practice specialty has been children with special health needs, and in that capacity, has spoken at local and state meetings as well as provided consultation to agencies providing services to children with special needs. Several years back, Lee was recruited to work at the state level, but chose to stay in Durham where she has devoted much of her expertise working with many families and service providers of children. Congratulations on this well deserved recognition, Lee!

Division / Program: Administration / Information and Communications

Program description

- The Information and Communications 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**
 - With staff dedicated to information and communications, the Department of Public Health can provide more information to the public on health issues
 - Media/reporters are eager to use information provided to them by the Department of Public Health for their viewers/readers. Television and radio announcers often request follow-up information and interviews.
- **Challenges**
 - Prioritizing the topics to publicize
 - Staff balancing external media requests with internal needs to review/revise/develop new media to promote programs and services.

Implication(s)

- **Outcomes**
 - Information and communication about 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**
 - Disseminated three (3) media releases/advisories during the month of March and staff responded to 4 direct (unsolicited) inquiries from reporters. A total of 12 unique media postings/airings (television), printed in the news, or were posted to the web during the month. These included coverage of activities including A Healthier Durham challenge between the city, county and DPS; as well as the release of the County Health rankings. (**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**)
 - Health Department staff members continued to meet to solidify purchases and plans for *Public Health After Hours*, to observe Public Health Month and the end of our centennial celebration. The event is scheduled for Friday, April 25, from 4 p.m. until 7 p.m. in the Human Services Building. (**Accreditation Activity 9.5- Inform Public of Dept. / Op. Changes, 10.2- Health Promotion –Disease Prevention, 21.2- Make Available Information About LHD Programs, Services, Resources**)
 - Staff have been involved with communications liaisons from the City of Durham and Blue Cross and Blue Shield of North Carolina to develop publicity plans for this year's *Bull City PlayStreets* series, with the first event scheduled for April 12 along Fayetteville Street and around W.G. Pearson Elementary, coinciding with the Lisa P Foundation 5K walk for diabetes (**Accreditation Activity 9.5- Inform Public of Dept. / Op. Changes, 10.2- Health Promotion –Disease Prevention, 21.2- Make Available Information About LHD Programs, Services, Resources**)

Next Steps / Mitigation Strategies

- Continue building/developing various communication channels as well as the Department of Public Health's delivery of information and communications.
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**Division / Program: Administration / Durham Diabetes Coalition Communications -
Diabetes Alert Day**

(Accreditation Activity 10.1- Develop, implement and evaluate population-based health promotion/disease prevention programs and educational materials for the general public.)

Program description

- The American Diabetes Association Alert Day, which is held every fourth Tuesday in March, is a one-day, “wake-up call” asking the American public to take the Diabetes Risk Test to find out if they are at risk for developing type 2 diabetes.

Statement of goals

- To increase awareness about type 2 diabetes in Durham County residents.
- To encourage residents to take the American Diabetes Association risk test to measure their risk for type 2 Diabetes.
- To increase awareness of the Durham Diabetes Coalition.

Issues

- **Opportunities**
 - To provide Durham residents the opportunity to assess their risks for type 2 diabetes by completing a simple test that provides a total risk factor score.
 - To have professional staff available to the public to answer questions about diabetes prevention and referral resources.
 - To provide blood sugar (A1c) screenings to individuals who score high on the risk test.
 - To encourage individuals who scored “at risk” for diabetes to contact their primary care provider to discuss their risk factors.
- **Challenges**
 - Diabetes is a serious disease that strikes nearly 26 million children and adults in the United States. A quarter of these individuals—7 million—do not even know they have diabetes.
 - An additional 79 million, or one in three American adults, have pre-diabetes, which puts them at high risk for developing type 2 diabetes.
 - People who are overweight, under active (living a sedentary lifestyle) and over the age of 45 should consider themselves at risk for the disease. African Americans, Hispanics/Latinos, Native Americans, Asian Americans, Pacific Islanders, and people who have a family history of the disease also are at an increased risk for type 2 diabetes.
 - Unfortunately, diagnosis often comes 7 to 10 years after the onset of the disease, after disabling and even deadly complications have had time to develop. Therefore, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart disease, blindness, kidney disease, stroke, amputation and death.

Implication(s)

- **Outcomes**

- The Durham Herald-Sun published a story on the Durham Diabetes Coalition Alert Day activities on March 15.
- The News and Observer mentioned DDC activities on the bottom of the front page, March 17 edition.
- The number of Durham Diabetes Coalition website visits increased 159% from March 17-25 compared to the eight-day period immediately preceding it. The number of page views increased by 106% from March 8-16 to March 17-25.

- **Service delivery**

- Justin Thomas with the American Diabetes Association and Durham Diabetes Coalition Health Educator, Chasity Newkirk appeared on My Carolina Today, March 10 to promote Diabetes Alert Day activities.
- The Durham Diabetes Coalition and American Diabetes Association received an Alert Day proclamation from Durham County Board of Commissioners at the March 24 meeting.
- The Take 2 for Type 2 campaign kicked off on March 17 with Spanish and English ads on all DATA buses, English and Spanish radio ads on WNNL (103.9) and WLEY (101.1), RDS messaging (message that scrolls across car stereo screen) on WNNL and posters and flyers posted at various Durham County locations.
- The bimonthly #AskDDC chat in March featured nutrition specialists Heidi Schoeppner and Ellen Daley giving information about nutrition and diabetes. The chat was on March 20 and allowed for about eight questions and answers along with some general nutrition information.
- Social media efforts:
 - An Instagram account was started on March 19 to make it easier to post pictures to social media accounts during this active month. So far, there are three followers and 18 posts
 - March 17-18, a Twitter ad campaign with a budget of \$40 was posted. The campaign netted 8,099 total impressions
 - A Facebook boost was also purchased for March 17-18 with a budget of \$40 and yielded 11,064 total impressions.

- **Staffing**

- Durham Diabetes Coalition staff staffed the Diabetes Alert display booth, provided information, answered questions, and referred resources at various Alert Day events.

Next Steps / Mitigation Strategies

- The Health Department will complete the Diabetes Alert Day post event survey overseen by the Durham Diabetes Coalition. Results of the survey will be used to assess the success of the event and provide guidance for future community event planning.
 - The Diabetes Risk Test will be available at community programs and on the Durham Diabetes Coalition website at www.DurhamDiabetesCoalition.org to increase awareness of risk factors of type 2 diabetes.
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Division / Program: Dental Division / Dental Screenings for Home-Based Early Head Start (Accreditation Activity 20.1- Collaborate with community health care providers to provide personal and preventative health services.)

Program description

- Dental screening for children of families receiving home-based Early Head Start (EHS) services was hosted at the Department on March 20, 2014. The Dental Division provided the screening and, together with the Nutrition Division, provided a presentation, answering questions of participants.

Statement of goals:

- To promote good oral health for children ages 0-3 by providing dental screenings
- To provide oral health and nutritional instruction to pregnant mothers and parents of young children.

Issues

- **Opportunities**
 - Collaboration of the DINE Community Nutritionist and the Dental Hygienist offered supportive information to one another with the common goal of improving and/or maintaining overall health of our community participants.
 - Oral and nutrition health tips were offered to families who did not know the importance of oral health beginning at an early age as well making better nutritional choices for their families.
 - Families were given the opportunity to speak with a Hygienist and Nutritionist after the presentation.
- **Challenges**
 - Participant transportation.
 - Service time offered.
 - Low participation from parents.

Implication(s)

- **Outcomes**
 - Numerous parents as well as the EHS staff expressed their appreciation to the staff.
 - The Early Head Start Program Leaders expressed their interest for future presentations for the families as well as for the staff.
- **Service delivery**
 - The presentation was held from 11:00 a.m. – 12:00 p.m.
 - Twelve families participated in the event.

Next Steps / Mitigation Strategies

- Host a second dental screening/presentation at the Department this fall.
- Continue to work with the DINE Community Nutritionist to promote healthy nutrition and oral health habits.
- At the request of the Early Head Start Program Director, explore ways to provide educational segments for Early Head Start teachers and staff so they can promote and reinforce good oral health habits for children and their families.

Division / Program: Nutrition Division / DINE - Junior Iron Chef Durham Program Recognition

(Accreditation Activity 10.2- 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

- Junior Iron Chef Durham (JICD) is a culinary and nutrition program that is designed to improve the health of middle and high school students and their families.
- JICD program was recognized on February 26, 2014, as a valuable community partner by Citizen Schools North Carolina.

Statement of goals

- JICD aims to increase health and nutrition knowledge and self-efficacy of students to prepare healthy meals at home and make healthy food choices while eating away from home.
- To reduce overweight, obesity and chronic disease risk in Durham’s at-risk youth and their families.
- To partner with Durham Public Schools to provide interactive nutrition education.

Issues

- **Opportunities**
 - Citizen Schools works with Durham middle schools to expand the learning day for low income youth by providing after school “apprenticeships” where students engage in hands-on projects.
 - The “Junior Iron Chef Durham” apprenticeship has participated in the Citizen Schools program at Lowe’s Grove and Neal Middle Schools since 2009.
- **Challenges**
 - The school facility (often a classroom) may have limited space and access to the necessary food preparation requirements, such as a sink and electrical outlets.
 - Each nutrition session requires significant time to prepare materials, gather cooking equipment and purchase groceries.
 - The nutritionist position that conducts this program is currently vacant and in recruitment.

Implication(s)

- **Outcomes**
 - Durham middle school students participating in the Junior Iron Chef Durham apprenticeship through Citizen Schools received nutrition education and prepared/tasted healthy recipes.
 - Two JICD classes were taught in the past school year and were the classes that were recognized.
- **Service delivery**
 - Students meet for ten sessions and are taught hands-on nutrition and culinary lessons.

- At the end of each lesson, students prepare healthy recipes. Often the final session is a “cook-off” allowing the students to showcase their new culinary skills and nutrition knowledge. Local “celebrities” may judge the cook off competition. These lessons also reinforce academic subjects like math, reading, and science while teaching leadership and teamwork skills.

Next Steps / Mitigation Strategies

- Continue partnership with Citizen Schools North Carolina and Durham Public School by providing the Junior Iron Chef Durham program in qualifying middle schools.
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Division / Program: Nutrition Division / Farmers Market Promotion for SNAP **(Accreditation Activity 10.2- 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 Downtown and South Durham Farmers’ Markets will both start accepting EBT SNAP benefits in April. Electronic Benefits Transfer (EBT) is an electronic system that replaced paper food stamp coupons.
- Fundraising efforts are in process in order to fund a “Double Bucks” program that will double SNAP (Supplemental Nutrition Assistance Program or food stamps) customers’ benefits up to \$10 at each market.
- Efforts are underway to increase transportation options to the market.

Statement of goals

- To increase access to fresh, healthy, affordable, local food to all Durham residents.

Issues

- **Opportunities**
 - This project has forged new partnerships between the two Durham Farmers’ Markets and among the markets, Durham County Government, and community partners.
 - A new DINE healthy environments nutrition position will provide nutrition education and outreach around eating more fruits and vegetables. The nutritionist will refer individuals to the markets as a source of affordable produce.
 - The program will spur economic activity in Durham. Farmers markets have a multiplier effect of 1.6, meaning that every dollar that is spent at a farmers market generates \$1.60 in economic activity. The markets’ SNAP programs will bring federal dollars into Durham’s local economy. A “Double Bucks” program will double this amount.
- **Challenges**
 - The Community Transformation Grant (CTG) is ending in September. This grant paid for the marketing of this project.
 - Changing the widespread community perception that a farmers market is for only a certain segment of our population will take time.

- The “Double Bucks” program is funded through grants and donations. The markets want to wait to start the program until enough funds are raised to make the project sustainable.

Implication(s)

- **Outcomes (proposed)**
 - Increased fruit and vegetable access and consumption among Durham’s lower income population.
- **Staffing**
 - A DCoDPH nutrition program manger has been providing technical assistance and support to both markets for the last year.
 - Regional CTG staff have been providing communications support to the markets for last 6 months.
 - The new DINE nutritionist position will provide outreach and education around fruit and vegetable consumption and the markets.

Next Steps / Mitigation Strategies

- Continue to explore funding sources for the double bucks program.
- Continue to advertise the program.
- Increase the public’s knowledge about the program through an article that will be submitted to the Durham Herald Sun by the Partnership for a Healthy Durham at the end of April or May.
- Evaluate the participation rates and success of the program through sales data and customer surveys.

Division / Program: Community Health Division / Maternal Health - Electronic Health Record (EHR) Change

(Accreditation Activity 22.2- Serve as a health care provider when local needs and authority exist, and the agency capacity and resources are available.)

Program description

- Maternity Clinic provides comprehensive prenatal services to women in Durham and surrounding counties.
- The majority of women receiving prenatal care services in the Maternity Clinic deliver at Duke Medical Center.
- Maternity Clinic staff formerly documented all care in Duke’s OB TraceVu EHR but started documenting in Duke’s new EHR, Epic Maestro, on March 3, 2014.

Statement of goals

- The goal of Duke Medical Center is to have one chart for each patient rather than different charts for each service.
- The goal of the DCoDPH Maternity Clinic is to implement the new system while continuing to meet the medical needs of the prenatal patients.

Issues

- **Opportunities**
 - Continuity of care is enhanced for our patients
 - Other public health staff will be able to access Duke's medical records of patients they have referred to a Duke Health system member through a new program called MedLink.
- **Challenges**
 - Changing to this new system for documentation has been very time-consuming. One third fewer patients were scheduled for the first two weeks of implementation.
 - Established patients have to be added to Maestro through "abstraction" which is done by a nurse for each patient. This has required that some nurses work longer hours than usual.

Implication(s)

- **Outcomes**
 - Maestro support staff has been very helpful and attentive.
 - The Duke physicians and midwives who staff our Maternity Clinic were already familiar with Maestro, so they could also help when a nurse had questions.
- **Service delivery**
 - Fewer patients were seen during the first two weeks of implementation which required heavier scheduling after those two weeks.
- **Revenue**
 - The only impact on revenue was that fewer patients were seen during those two weeks, but most of that should be made up later in the month.

Next Steps / Mitigation Strategies

- DCoDPH project management plan for implementation of Patagonia EHR in the Department includes specifications for information exchange between Patagonia and Epic Maestro.

Division / Program: Community Health Division / Communicable Disease Program - Outbreak Response Packets

(Accreditation Activity 10.4- Promote and support the use of evidence-based health promotion/disease prevention strategies by other community agencies and organizations.)

Program description

- The Outbreak Response Packet toolkit was developed collaboratively by Communicable Disease and Environmental Health staff to educate long-term care facilities about the recommended strategies for prevention and control of outbreaks.
- The toolkit provides a variety of written materials and tools to support a prompt and appropriate response by the facility during an actual outbreak situation.

Statement of goals

- To deliver Outbreak Response packets to long-term care facilities in Durham County in order to:

- Provide targeted, on-site education about communicable disease, disease prevention, outbreak response, and appropriate use of control measures
- Establish professional and collaborative relationships with facilities through direct outreach (one-on-one visits) by the Communicable Disease nurse

Issues

- **Opportunities**
 - Distribution of Outbreak Response Packets by Communicable Disease (CD) and Environmental Health (EH), with plans to educate staff at designated long-term care facilities in Durham County.
 - Provide long-term care facilities materials that promote their prompt response when an outbreak is suspected and their contact with the Department.
- **Challenges**
 - To create accurate, informative, and user-friendly materials for the packets.
 - To develop a list of healthcare facilities in the county for targeted outreach, with focus on long-term care, independent living, and assisted living facilities. A list of 25 facilities was eventually created.
 - To initiate telephone contact with each facility to determine level of interest in the packet.
 - To schedule a time for the CD nurse to deliver a packet directly to each facility.

Implication(s)

- **Outcomes**
 - To date, a total of 21 facilities have been visited by the CD nurse; other visits are currently being scheduled.
 - The CD nurse has established direct contact with facility personnel. This face-to-face interaction not only increases the visibility of the health department in the community, but also provides an opportunity for the health department/CD Program to be seen as educator, and not merely enforcer.
 - One facility asked if we could provide much needed sex education for the residents. Their request was forwarded to the DCoDPH Health Education program.
 - One facility asked if the packet could be reviewed with the 1st and 2nd shift employees. EH staff and the CD nurse can accommodate this request and will provide the training.
- **Service delivery**
 - The CD nurse has scheduled and conducted 21 visits, with assistance from EH staff as needed.
 - While on-site, the CD nurse assessed the need for/interest in other education that DCoDPH could provide, such as Infection Control, Injection Safety, etc.
- **Staffing**
 - EH and CD staff worked collaboratively to develop the packets and to select facilities for targeted outreach.

Next Steps / Mitigation Strategies

- Regular communication and collaboration with the targeted facilities will be enhanced by direct contact with the CD nurse.
- Plans are underway to develop a similar packet with information on communicable disease detection and reporting with planned distribution by the CD nurse to medical providers, medical practices, and medical facilities.