

**Health Director's Report  
For April 2014 Activities  
May 8, 2014**

**Division / Program: Community Health Division / Women's Health/Program Audit  
(Accreditation Activity 22.2- Comply with laws, rules and contractual requirements for programs and services provided pursuant to the local health department's consolidated agreement and agreement addenda, including requirements for corrective action.)**

**Program description**

- Women's Health state monitoring visit was held on April 10, 2014 to review Maternal Health Clinic, Family Planning Clinic, and Postpartum Home Visiting.
- Women's Health Branch nursing consultant Dara Dockery conducted the monitoring visit.

**Statement of goals**

- Employ "best practices" in providing women's health services.
- Comply with Maternal Health and Family Planning 2013-2014 Agreement Addenda and other requirements of funding sources.

**Issues**

- **Opportunities**
  - Women's Health monitoring is conducted every three years.
  - The department was encouraged to send program policies and procedures to the consultant in advance of the visit in order to lessen the time that the consultant needed to spend onsite. This was done.
  - Prior to the visit, a chart review was conducted by each of the three programs of five randomly selected charts. Any deficiencies found were addressed on a Corrective Action Plan form provided by the consultant.
  - The consultant reviewed the same five charts and compared her findings with those of the program reviewers.
  - The consultant conducted a walk-through of the clinic areas and intake areas to check for required signage, availability of emergency equipment, and the assurance of patient confidentiality.
- **Challenges**
  - The consultant used new monitoring tools because the Women's Health Branch decided to adopt the federal tools rather than continue with the state tools that they had used in the past.
  - The Postpartum Home Visiting Program is conducted by Durham Connects through a contract with the Center for Child and Family Health. Program records and policies were sent to the department, and the program director was available by phone if needed.

## **Implication(s)**

- **Outcomes**
  - It was a positive review. The consultant identified two issues requiring correction. One was a Family Planning Clinic Policy that needed a statement on anti-trafficking. This was done on the day of the visit. The other was an Administrative Fee Policy that needs to address patient donations to the department.
  - The consultant will provide an official written report to the Health Director in two weeks following the review.
- **Service delivery**
  - The consultant was very complimentary of the services provided by the Women's Health Programs at Durham County Department of Public Health.
- **Staffing**
  - Staff was informed of the good review of the programs and thanked for their hard work.
- **Revenue**
  - Compliance with funding requirements is essential in maintaining the current levels of federal and state grants.

## **Next Steps / Mitigation Strategies**

- After the official report of the monitoring visit is received by the Health Director, the department will submit documentation within 30 days that the identified issues have been resolved.
- 

## **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**
  - As of April 24, four (4) media releases and one (1) media advisory were disseminated during the month. Staff also responded to five (5) direct (unsolicited) inquiries from reporters. A total of 16 media pieces featuring the Department were aired (television), printed in the news, or were posted to the web by local media during the month. These included coverage of activities including Bull City Play Streets, a change in operating hours, our monthly My Carolina Today segment, action to reduce STDs in the community, and the *Public Health After Hours* event. (**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 and finalize logistics and activities for *Public Health After Hours* on April 25. The event is designed to observe Public Health Month and the end of our centennial celebration, as well as engage the community with our programs and services. (**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 were involved with communications liaisons and staff from the City of Durham’s Neighborhood Improvement Services and Blue Cross and Blue Shield of North Carolina to carry out the first *Bull City PlayStreets* event held on 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**)
  - A radio and web media campaign to promote the Board of Health Smoking Rule began and has concluded on K97.5 (WQOK-FM) and its website, hiphopnc.com. (**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)**
- A radio and web media campaign has started to promote *A Healthier Durham* and [ahealthierdurham.com](http://ahealthierdurham.com). Radio ads are currently airing on Radio One's 103.9 The Light FM. Web-based media ads are currently being displayed on [thelightnc.com](http://thelightnc.com) and [heraldsun.com](http://heraldsun.com). Print ads in the Durham Herald-Sun, bus ads on DATA and the Bull City Connector, and television ads on various Time Warner Cable channels will go on display or begin airing soon. **(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)**
  - The Department's FY 2013 Annual Report has been completed and posted to our website, with a feature link on the homepage. **(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)**
  - The Communication Manager and Public Health Preparedness Coordinator, along with Durham County EMS representatives, participated in the County's #AskDCo live chat on Facebook and Twitter on April 23. Questions were fielded from the public on emergency preparedness and response, a tie-in to the National County Government Month theme of "Ready and Resilient Counties: Prepare. Respond. Thrive." The discussion was so active and popular that it actually ran slightly past its scheduled conclusion time of 2:00 p.m. **(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)**

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

- Continue building/developing various communication channels as well as the Department of Public Health's delivery of information and communications.

#### **Division / Program: Nutrition Division / Clinical Nutrition Services—Collaboration with Durham Diabetes Coalition**

**(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 Durham Diabetes Coalition (DDC) is a partnership of Durham County health and community organizations, faith-based groups, local government, and universities and community members.
- The DDC produces "Living Healthy", a 30 minute TV show that airs nightly at 7 pm on Time Warner Cable Channel 8, DTV8.
- Registered Dietitians with the Nutrition Division Clinical Team scripted and conducted the Dining Out with Diabetes segment for a Living Healthy show.

### **Statement of goals**

- Improve health outcomes and quality of life for diagnosed and undiagnosed adults living with type 2 diabetes.

### **Issues**

- **Opportunities**
  - Type 2 diabetes affects almost 12% of Durham County residents.
  - Sound nutrition advice from nutrition experts, like that offered in the Dining Out with Diabetes segment, can increase knowledge of eating habits to improve blood sugar control and blood pressure.
- **Challenges**
  - Residents with limited access to technology may be less likely to see Living Healthy episodes.

### **Implication(s)**

- **Outcomes**
  - Dining Out with Diabetes was filmed at a local restaurant.
  - The segment guides the viewer on making healthier choices when dining out including information on portion sizes, substitutions, and lower calorie selections.
- **Service delivery**
  - The Living Healthy television series is broadcast on the Durham Television Network as well as the Durham Diabetes Coalition website and the Coalition's YouTube channel. It is also aired in patient lobbies throughout DCoDPH.

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

- Registered Dietitians from the DCoDPH will continue to provide expertise in nutrition related topics that appear in episodes of Living Healthy.

---

### **Division / Program: Nutrition Division / DINE for LIFE - Nutrition Education at Shepherd's House**

**(Accreditation Activity 10.2 - Carry, develop, implement and evaluate health promotion/disease prevention programs and educational materials targeted to groups identified as at-risk in the CHA)**

### **Program description**

- DINE for LIFE is a school- and community-based nutrition education program targeting SNAP-eligible Durham families. Shepherd's House United Methodist Church is located in East Durham and provides an afterschool program for elementary and middle school students on Tuesdays and Thursdays.
- Cooking-based nutrition education is provided by DINE to students in the afterschool program approximately once per month on Thursday afternoons during the 2013-2014 school year.

## Statement of goals

- To increase the nutrition knowledge and basic cooking skills of elementary and middle school students living in East Durham.
- To work with students to develop and practice food preparation techniques, reading directions and teamwork.
- To encourage simple behavior changes towards healthier eating habits and lifestyles.

## Issues

- **Opportunities**
  - The church-based afterschool program provides an opportunity to reach Durham students outside the typical school setting.
  - The church has a full kitchen, which allows for a wider variety and complexity of cooking techniques and recipes to be utilized.
- **Challenges**
  - The number of students present for these classes varies from week to week and is unpredictable as it just depends on who shows up for the afterschool program. This can make planning difficult especially when purchasing ingredients.
  - Behavior issues can be a challenge with some of the individuals in this group. After a full day at school and in the familiar setting, a couple of the students are restless and tend to act out. Church staff and volunteers are able to mitigate these behavior issues.

## Implication(s)

- **Outcomes**
  - During the 2013-2014 school year, eight nutrition and cooking sessions have been conducted by DINE at Shepherd's House Afterschool Program.
  - Fourteen unduplicated students have participated in these afterschool sessions, although attendance typically ranges from 4 to 10 students per session.
  - The nutrition lessons have included topics such as MyPlate, fruits and vegetables, protein, whole grains, and healthy snacks. And the students have prepared and tasted recipes including apple salad, hummus wraps, bok choy soup, pineapple-carrot muffins, kale salad, peach crisp, mini pizzas and whole wheat pizza dough.
  - The programming was mentioned briefly in the introduction of an article about the church in Duke Divinity's online magazine *Faith and Leadership* (April 22, 2014: <http://www.faithandleadership.com/features/articles/church-reborn>).
- **Service delivery**
  - Each session includes a brief nutrition lesson, followed by the students working together to prepare a recipe related to the lesson topic. Cooking techniques and food safety are also discussed and demonstrated. After cooking, the students eat together and are given a copy of the recipe to take home.
- **Staffing**
  - Nutrition education is provided by a DINE nutritionist, in collaboration with Shepherd's House staff and volunteers.

## Next Steps / Mitigation Strategies

- The DINE program will continue collaborations with Shepherd's House UMC to deliver programming and promote healthy eating for students and families in East Durham.

---

**Division / Program: Administration / Information Technology**

**[Accreditation Activity 32.1** - The local health department shall have computer equipment and software needed to interface with State data management systems.

**Accreditation Activity 3.2** - The local health department shall conduct an annual evaluation of the agency's data system (hardware and software) and plans for upgrades to improve the accessibility, quality and utilization of health data.]

**Program description**

- DCHD uses information technology to decrease the time it takes to design, deliver, and market the benefits and services it offers, increase access to information, document care, bill for services delivered, and integrate value-added functions. Electronic Medical Record (EMR) is for quality improvement to increase HIPAA compliance, provide quality services to clients, and increase revenue by the adoption of meaningful use programs.
- To increase the overall quality of customer service to both internal and external customers and increase knowledge among staff with the Durham County Health Department.

**Statement of goals**

- To employ expanded use of modern technologies
- To utilize data and information resources to improve service delivery
- To ensure IT planning, integration and effectiveness become a cultural phenomenon throughout the organization
- To ensure customer service standards for internal and external customers.

**Issues**

- **Opportunities**
  - Duke Maestro went live on March 1 in the Maternal Health Clinic. The implementation was successful. This software replaced OB TraceVue. Nursing staff was trained on Duke Maestro and a consultant from Duke came in during Go Live to ensure staff knew how to use the system.
  - Department IT staff is in the process of implementing Medlink for providers who share patients with Duke. This link provides the opportunity for staff to see health care history of Duke patients that are seen in Public Health. Currently six nursing staff have access to Medlink. Duke Medlink will be giving access to other nursing staff in order to provide quality service as we continue to roll-out Duke Medlink within the department.
- **Challenges**
  - Introducing two software programs (Duke Maestro and Patagonia) at the same time required coordination and collaboration.
  - Scheduling Patagonia training for administrative support staff and still meet the needs of the department was challenging.
  - During Go Live the consultant worked with support staff during regular operating hours while nursing staff assisted patients.

### **Implication(s)**

- **Outcomes**
  - The implementation of Patagonia will reduce patient wait times and increase efficiency across the organization once staff are acclimated to the new software system.
- **Service delivery**
  - Completion of the EMR project will provide the clinics with the ability to provide a continuum of care at the Health Department.
  - Currently we are working on Phase 3, implementation of interfaces with software currently in place; Orchard Harvest (labs), QS/1(Pharmacy), and Laserfiche.
- **Revenue**
  - The implementation of the Patagonia practice management tool should significantly improve our ability to file claims for service provided.

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

- Continue with Patagonia Phase 3, developing interfaces with the software [Orchard Harvest (labs), QS/1(Pharmacy), and Laserfiche] currently in place.
- Complete Medicaid Meaningful Use process in order to attest for Meaning Use incentives.
- Continue transition to e-claims for dental services and with upgrading Dental software to Dentrix 8.0 which is Meaningful Use Compliant.