DURHAM COUNTY DEPARTMENT OF PUBLIC HEALTH

Outreach and Engagement

September 11, 2014 / Gayle B. Harris

Overview

- Durham County Department of Public Health
- Frameworks that guide our efforts
- Programs and Services
- Outreach and Engagement
- Other initiatives

Mission & Vision Statements

Durham County (DCo)Government:

Durham County provides fiscally responsible, quality services necessary to promote a healthy, safe and vibrant community.

Vision

Durham County: a thriving, vibrant, diverse community with abundant opportunity for all residents to live, work, learn, play and grow

Mission & Vision Statements

Department of Public Health:

Working with our community to prevent disease, promote health, and protect the environment

Vision:

“Healthy Durham, Join Us”

People…Partners…Places…Policies…Practices

DCo Strategic Plan

- Community and Family Prosperity and Enrichment
- Health and Well-being for All
- Safe and Secure Community
- Environmental Stewardship
- Accountable, Efficient and Visionary Government

DCoDPH Strategic Plan

- Workforce Development
- Communications and Marketing
- Technology
- Access to Medical and Dental Care
- Obesity and Chronic Illnesses
- Education

Revenue Sources

Adopted Budget FY 2014 - 2015

Budget	$21,841,914
County Funding	$15,719,673
Grants, Fees, etc.	$ 6,122,241

219 Full Time Equivalent Positions

Unique Collaborations

- Relationship with Lincoln Community Health Center (local FQHC)
- Vibrant local coalition, Partnership for a Healthy Durham
- Relationship with NCCU
- Relationship with UNC Hospital
  - Medical Director
  - Research opportunities
- Relationship with Duke Medicine
  - Durham Health Innovations
  - Durham Diabetes Coalition
  - Collaboration on Community Health Assessment

Ten Essential Public Health Services

ASSESSMENT

- Monitor health status
- Diagnose and investigate health problems

POLICY DEVELOPMENT

- Inform, educate, and empower
- Mobilize community partnerships
- Develop policies and plans

ASSURANCE

- Enforce laws and regulations
- Link people to health services
- Assure a competent public health workforce
- Evaluate public health efforts and services
- Research solutions to health problems

Source: Centers for Disease Control and Prevention (CDC)

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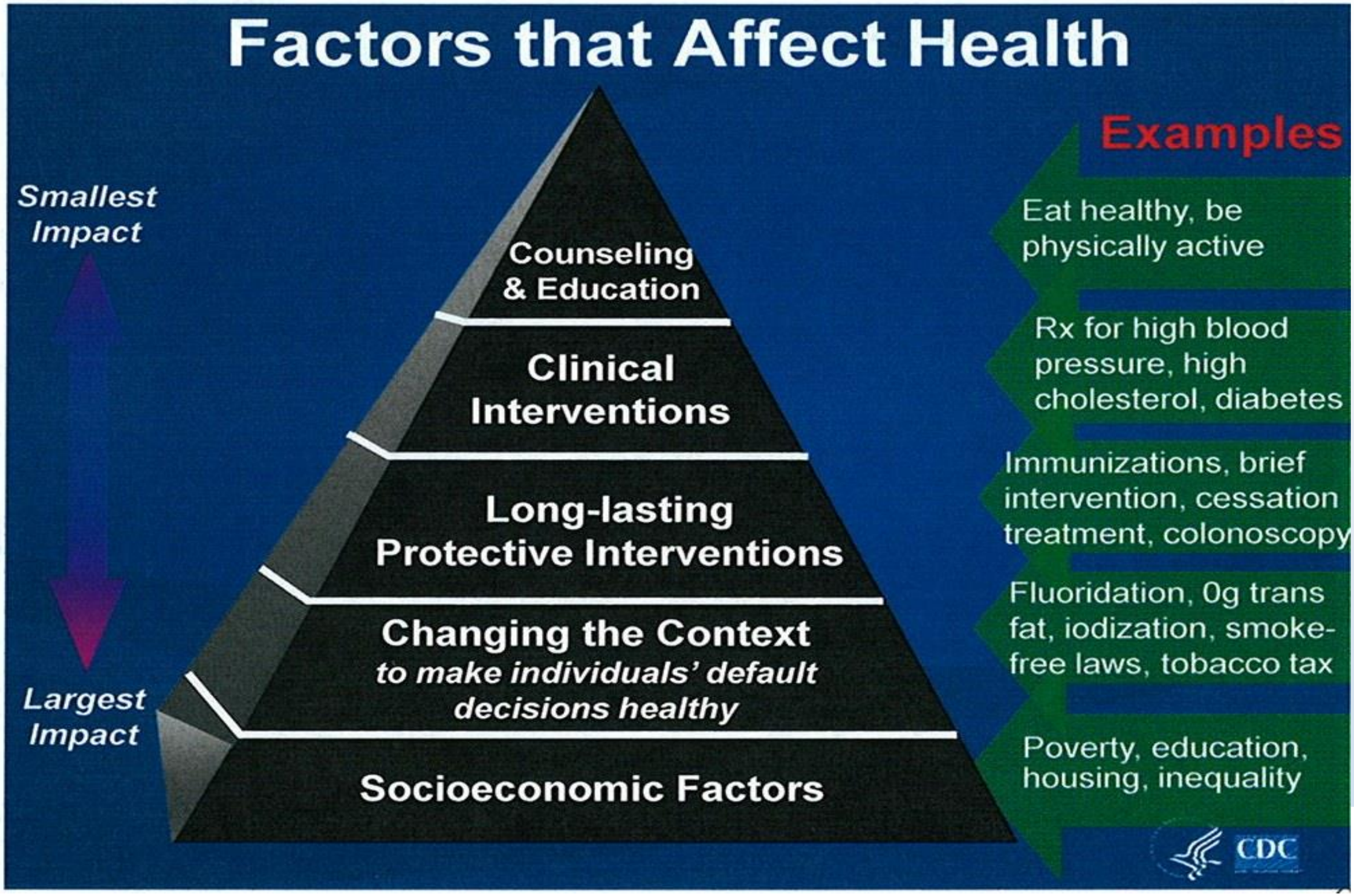
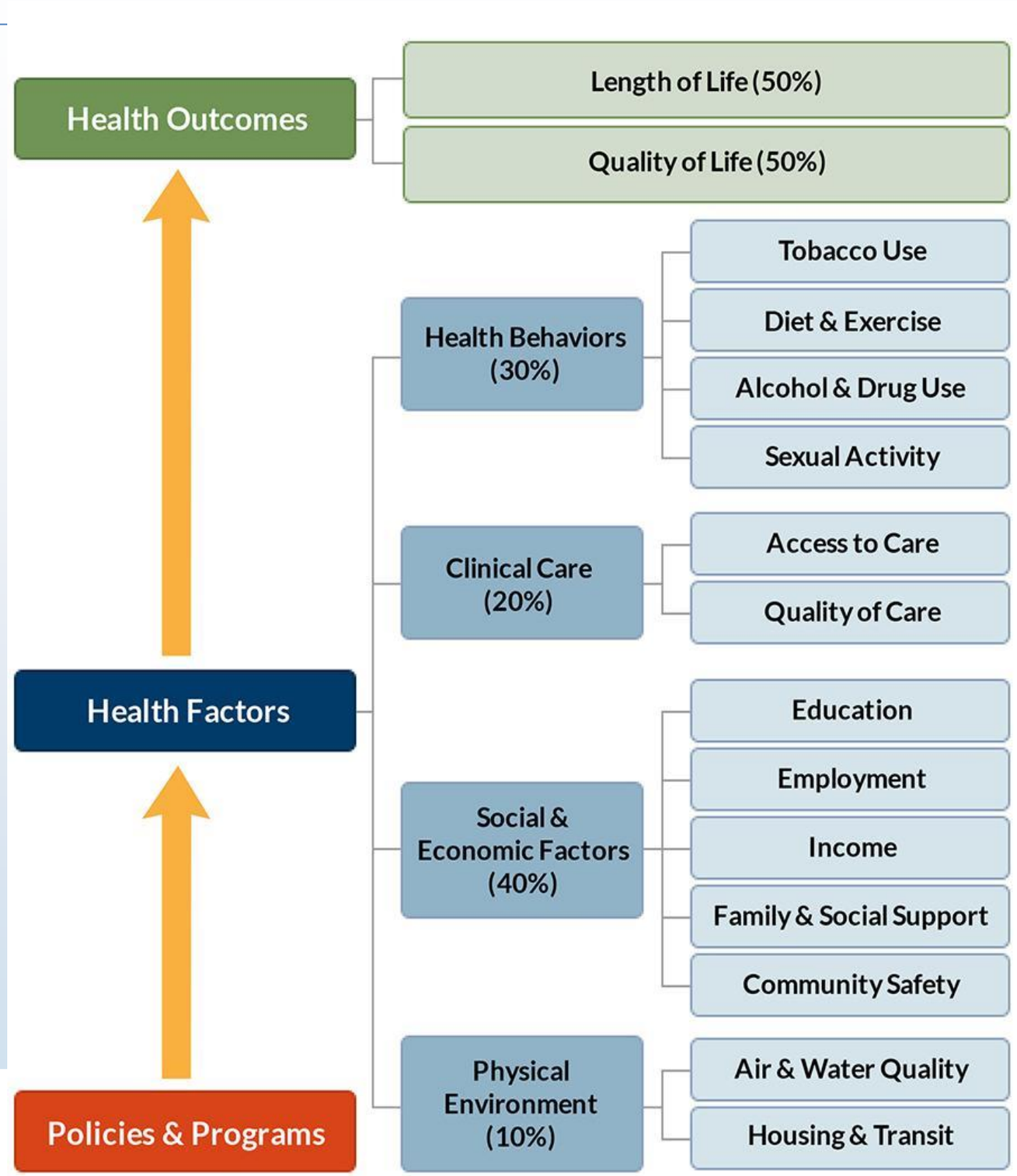
Health Impact Pyramid



County Health Rankings Model



County Health Rankings model © 2014 UWPHI

DURHAM COUNTY

Public Health

100 Years of Service ★ 1913-2013

NORTH CAROLINA Accredited Health Department 2013-2017 Local Health Department Accreditation Board

Programs and Services

Divisions within the Department

- Community Health
- Dental
- Nutrition
- Administration and Support Services
- Allied Health
- Environmental Health and Public Health Preparedness
- Health Education

Community Health

- Case management (Pregnancy Care Management & Care Management for Children)
- Clinics [Family Planning, Maternity, Adult Health (STI, BCCCP, Refugee Health), Immunizations, and Tuberculosis]
- School nurses
- Jail Health Contract

Nutrition

- Clinic
  - Medical Nutrition Therapy,
  - Diabetes Self Management)
- D.I.N.E. (Durham’s Innovative Nutrition Education) Program
- Durham Diabetes Coalition

Dental

- Clinic
- Tooth Ferry, mobile unit

Allied Health

- Laboratory
- Pharmacy

Environmental Health & Preparedness

- General Inspections (Food & Lodging)
- Onsite Water Protection
- Local Public Health Preparedness

Health Education

- Health Promotion (including Durham Diabetes Coalition)
- Communicable Disease Control
- Teenage Reproductive Health & Pregnancy Prevention
- Lead Screening

DURHAM COUNTY

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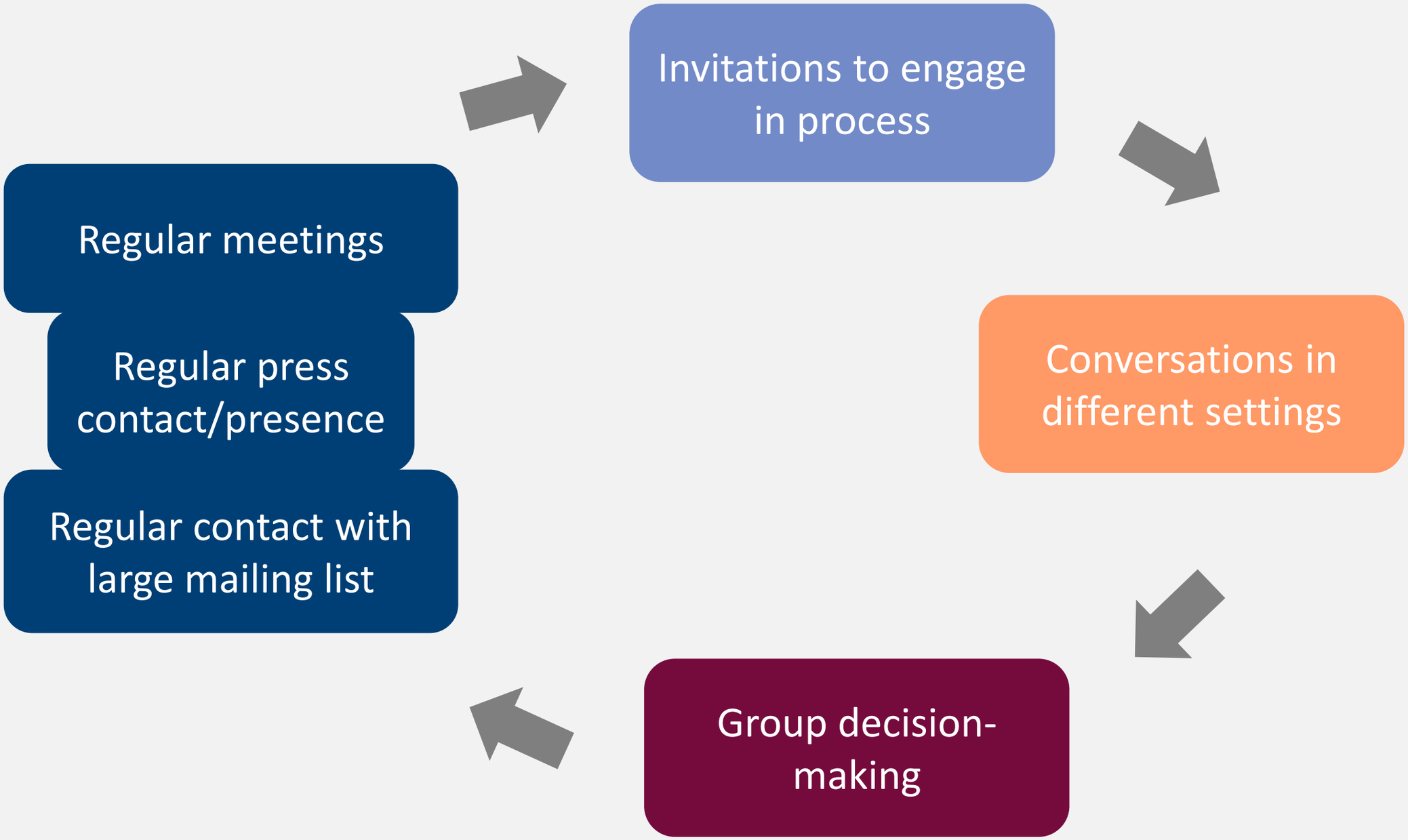
Outreach and Engagement

How structure can support engagement and empowerment



Ladder of citizen participation

S. Arnstein, JAIP 35:216-224 (1969)

Community engagement

ASSESSMENT – ASKING QUESTIONS

What is a Community Health Assessment (CHA)?

Learn about health in our community
Set priorities
Together

- Engages organizations, agencies, and community members
- Informs action plans, funding requests, and programs

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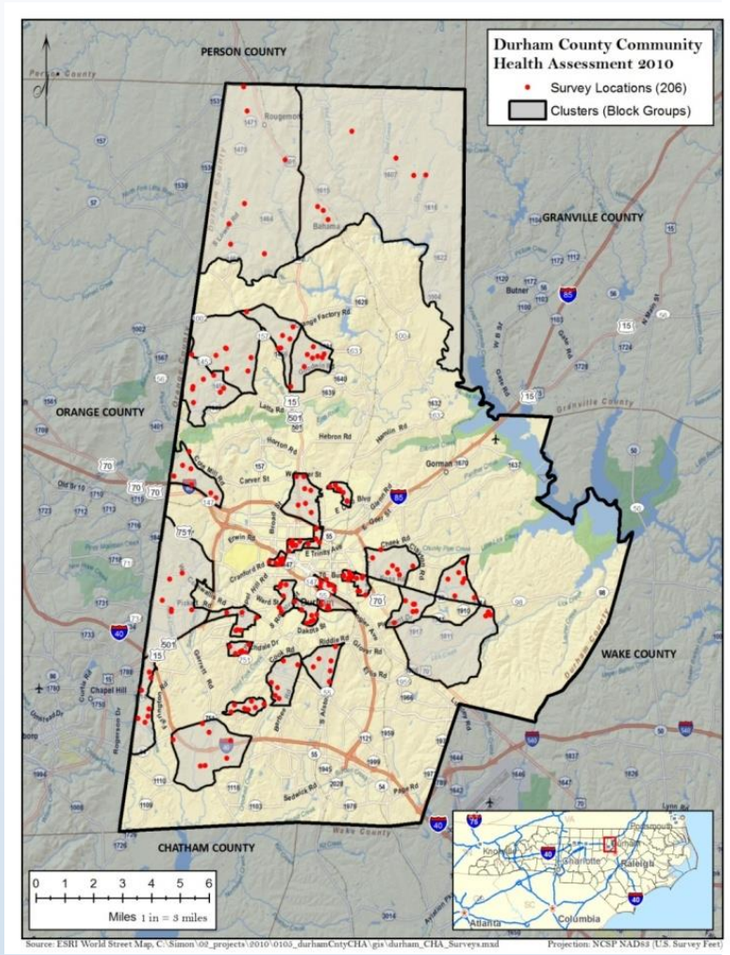
HEALTHY CAROLINIANS

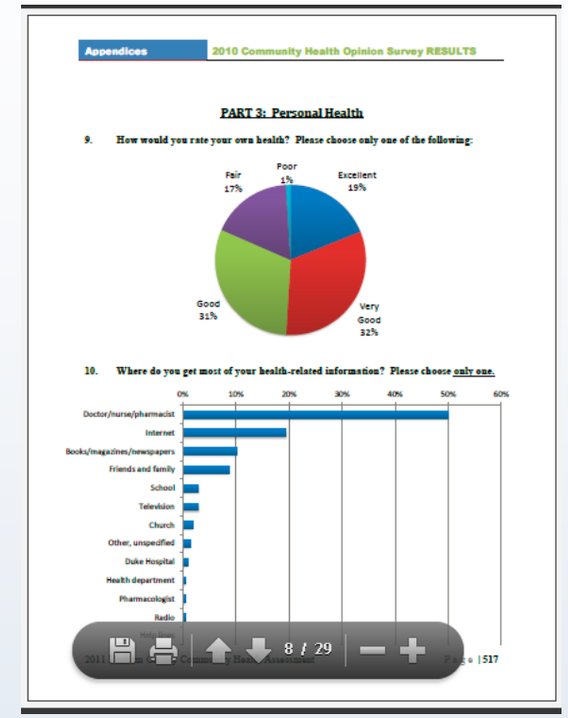
Community Health Assessment

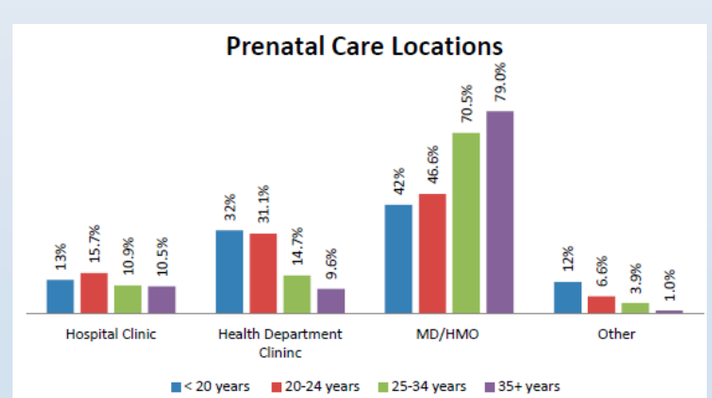
- NC Division of Public Health requirement
  - At least every four years
  - Part of Health Department accreditation
  - Healthy Carolinians initiative

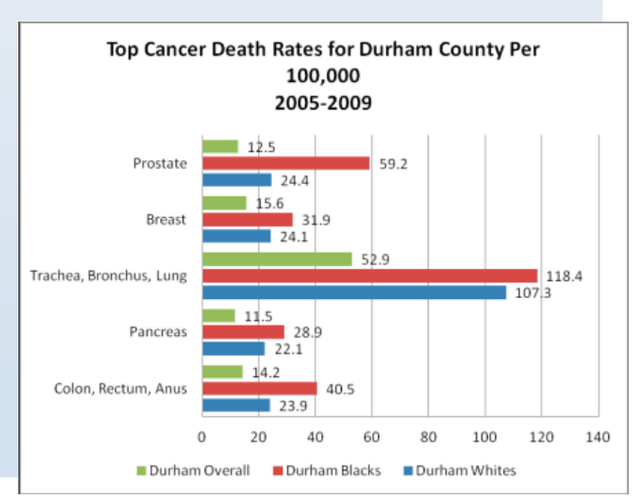
- Affordable Care Act requirement
  - Every three years
  - Non-profit hospitals



CHA process: collect data







CHA process: use data to set priorities

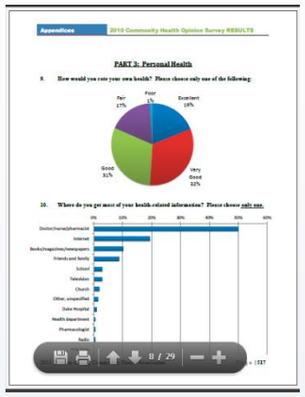
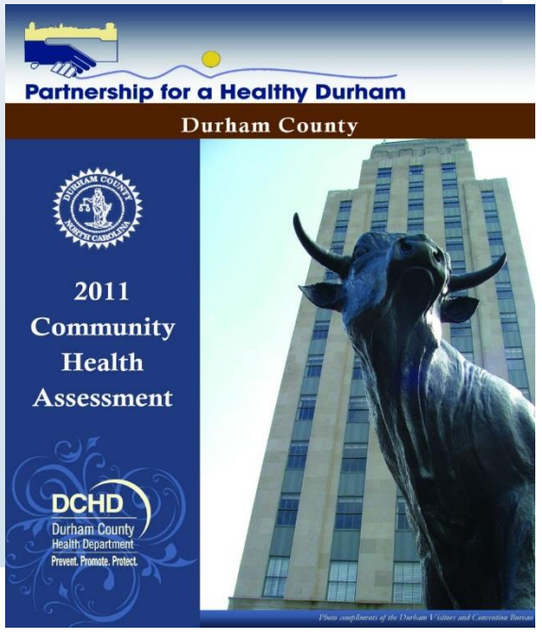


Table 2.01(a) **Matrix of Original Top 13 Health Priorities**

Top 13 Durham Health Priorities	Healthy NC 2020 Objectives	Top community issues from survey	Top causes of death
Access to medical and dental care	Uninsured / Oral health	Healthcare: Access	
Cancer	Cancer - colorectal	Cancer	All Cancer
Diabetes	Diabetes	Diabetes	Diabetes Mellitus
Drug / alcohol abuse	Substance abuse / use	Addiction to alcohol, drugs, pills/meds	Assault / Homicide
Healthy eating and exercise	Obesity/ physical activity/ Nutrition	Obesity/overweight; Nutrition/Exercise; Transportation & Safety	Diseases of the Heart; Diabetes
Heart Disease	Cardiovascular disease	Heart disease/heart attacks	Heart Diseases; Cerebrovascular Disease
HIV/ STIs	HIV / STIs	Having unsafe sex	
Infant deaths	Infant mortality		Infant Mortality
Mental health	Emergency department / mental health / suicide	Mental health	Suicide; Alzheimer's
Neighborhood safety: Violence, gangs, homicide	Homicide	Violent Behavior; Reduced Crime/ Neighborhood Watch; Gang Involvement	Assault / Homicide
Poverty and Education: Housing, Poverty, High school graduation	Housing, Poverty, High school graduation	Homelessness; Gang involvement; Community Unity; Unemployment	
Teen health	Unintended pregnancies	Having unsafe sex; Population growth; positive teen activities	
Unintentional injuries: car crashes, work-related, falls, poisonings	Motor vehicle crashes, falls, poisonings; work-related injuries	Alcohol abuse; Reckless/drunk driving	Motor vehicle injuries

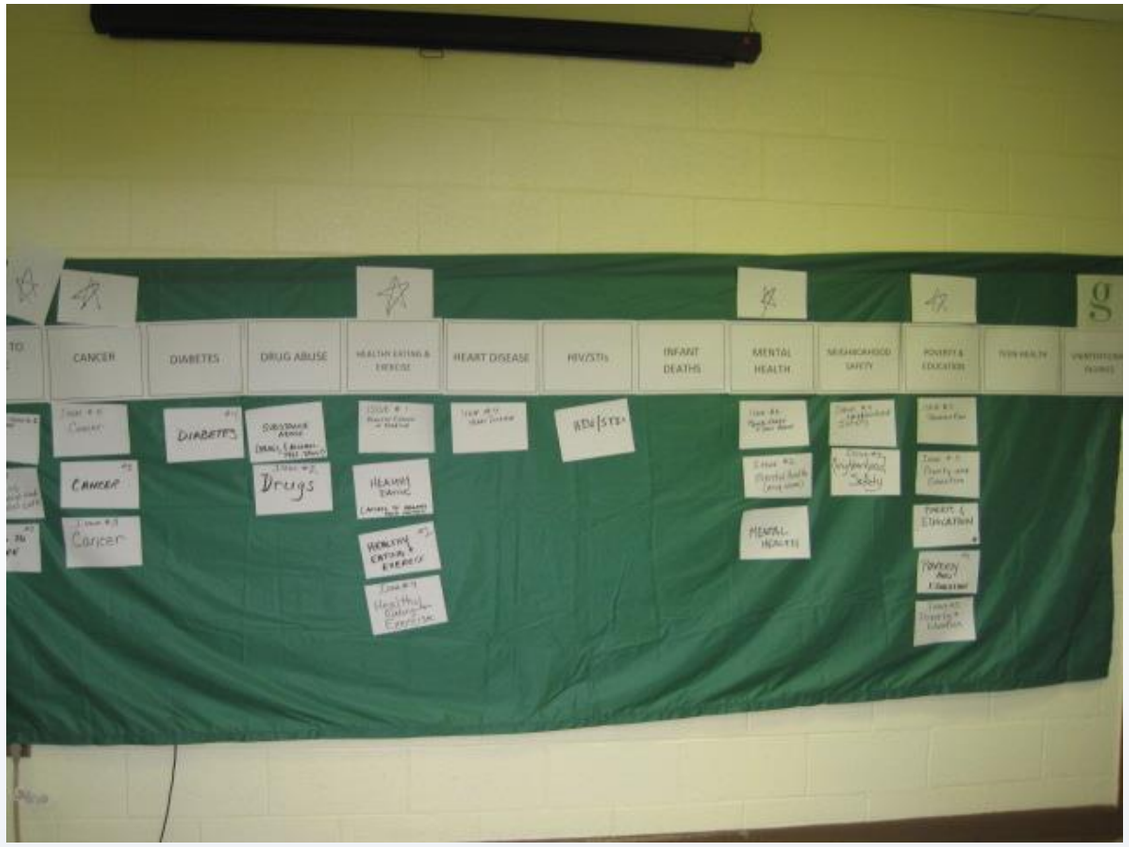
Partnership for a Healthy Durham, 2012- 2014 health priorities:

1. Obesity and chronic illness
2. Poverty
3. Education
4. Access to medical and dental care
5. Mental health and substance abuse
6. HIV and sexually transmitted infections



Participants in priority-setting

- Partnership steering committee
- Health leadership (Duke, NCCU, DCoDPH, others)
- Community
  - In 2011, we held nine community listening sessions to set priorities
  - In Fall 2014, we plan to hold at least one town hall meeting on each current health priority
    - Goal: discuss accomplishments and get feedback on future initiatives


CANCER
DIABETES
DRUG ABUSE
HEART DISEASE
HIV/STIs
INFANT DEATHS
MENTAL HEALTH
Drugs
Cancer

Partnership Priorities (2011-2014)

Obesity and chronic illness

Access to health and dental care

Poverty

Education

Mental health and substance abuse

HIV and sexually transmitted infections

Community Action Plans

- Develop 3-year Community Health Action Plans for each priority that include:
  - Evidence-based interventions
  - Ways to impact health disparities
  - Community partners and responsibilities
  - Policy and environmental changes
  - Evaluation plan
- Approved by Board of Health

Partnership priorities and projects

- Obesity and chronic illness
  - Worksite wellness policy change
  - Exercise: Healthy Mile Trails, Open/Play Streets, exercise website
  - Increasing access to healthy food (grocery stores, farmers markets)
  - Smoking rule and education
- Access to health and dental care
  - ACA and health literacy education
  - Sub-acute care for homeless
  - Expanded dental care

Partnership priorities and projects

- Mental health & substance abuse
  - Improve access to treatment for opiod dependence
  - Work with DPS on student mental health
  - Medication and gun safety
- HIV and sexually transmitted infections
  - Test in traditional and non-traditional settings
  - Press and other advocacy activities
  - World AIDS day celebration

Partnership priorities and projects

- Poverty
  - Sub-acute care for the homeless
  - Duke Durham Health Summit, Faith Summit on child poverty
  - Summer youth positions (Durham County), participate in Durham County Economic Development plan
- Education
  - YRBS data analysis and dissemination
  - Collaboration with DPS (Student Health Advisory Committee, clinical care, communication)

Healthy Mile Trail

PUTTING WHAT WE LEARN INTO AN INTERVENTION

Healthy Mile Trail (HMT)

- One mile marked walking loops on neighborhood sidewalks
- Make it easier for residents to reach the recommended 30 minutes of physical activity a day
- Feature the image of a walker in permanent yellow paint on sidewalks and distance markings in quarter mile increments

NEIGHBORHOOD, PATIENT AND COMMUNITY ADVISORY BOARDS

Partnership for a Healthy Durham

- Coalition of community members, organizational staff, health department staff
  - 489 active members
  - Most networked health organization in the County
- Work together to promote health in Durham County
  - Manage the community health assessment
  - Work as committees on projects to improve health

Men's Health Advisory Group

Men suffer disproportionately from disease and injury when compared to the rest of the population. DCoDPH offers numerous health promotion workshops. Yet, too few men attend. Studies and experience tell us that certain program characteristics attract men.

- To bring men into our programs, the DCoDPH formed a Men's Health Advisory Committee in March 2014.

- Over 20 men representing neighborhoods, community organizations, local government, businesses joined this mission to "improve the health and well-being of men by educating, promoting and modeling healthy lifestyles and responsible decision-making.

Men's Health Advisory Group

The Committee plans to conduct:

- Health Forums for men and boys (only). Sometimes women will be invited.
- Health walks for children lead by men, as role models demonstrating active living.
- Workshops to teach healthy living skills for men.
- Trainings to prepare men to lead health promotion activities

Durham Diabetes Coalition (DDC)

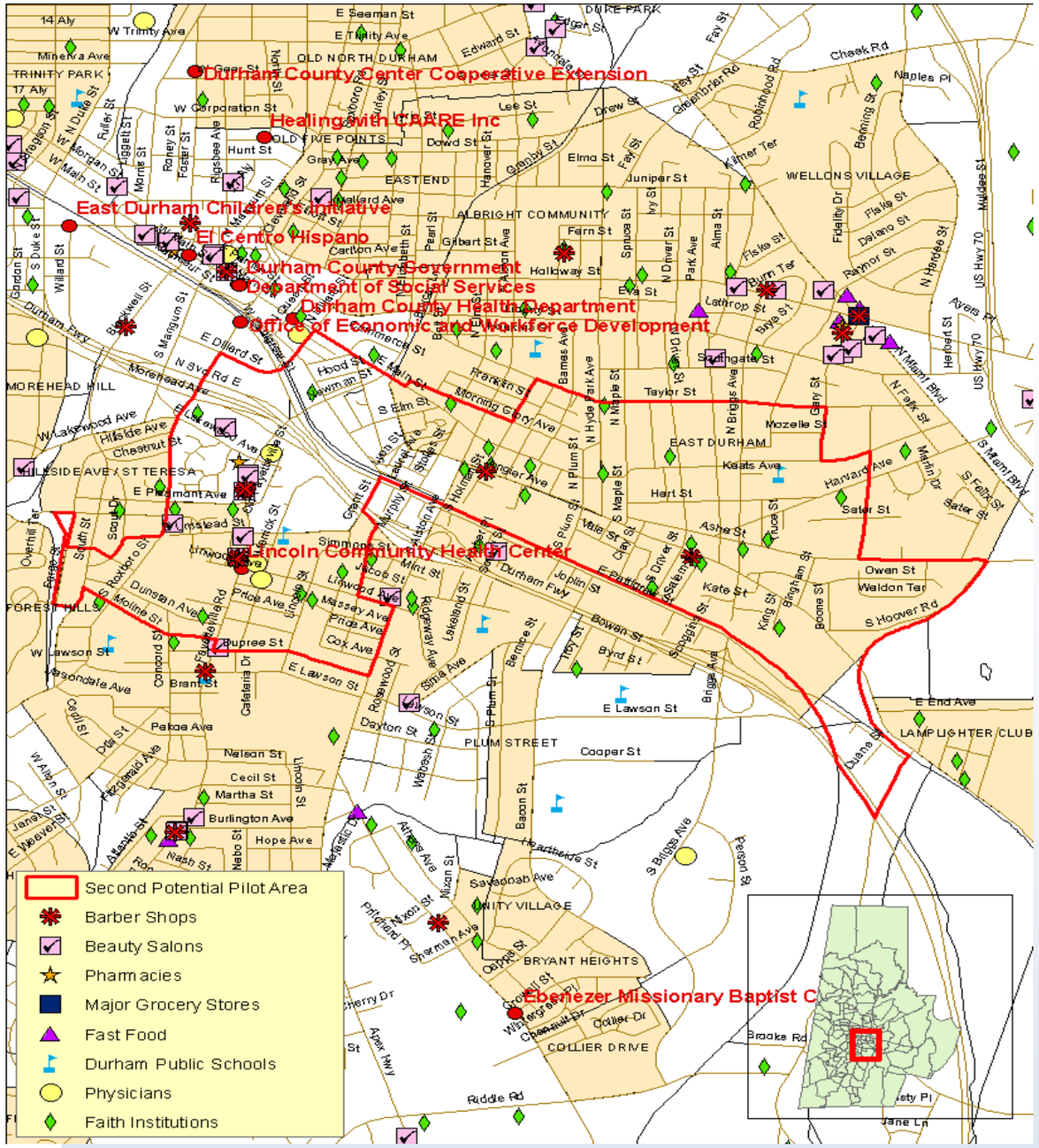
Intervention Spectrum

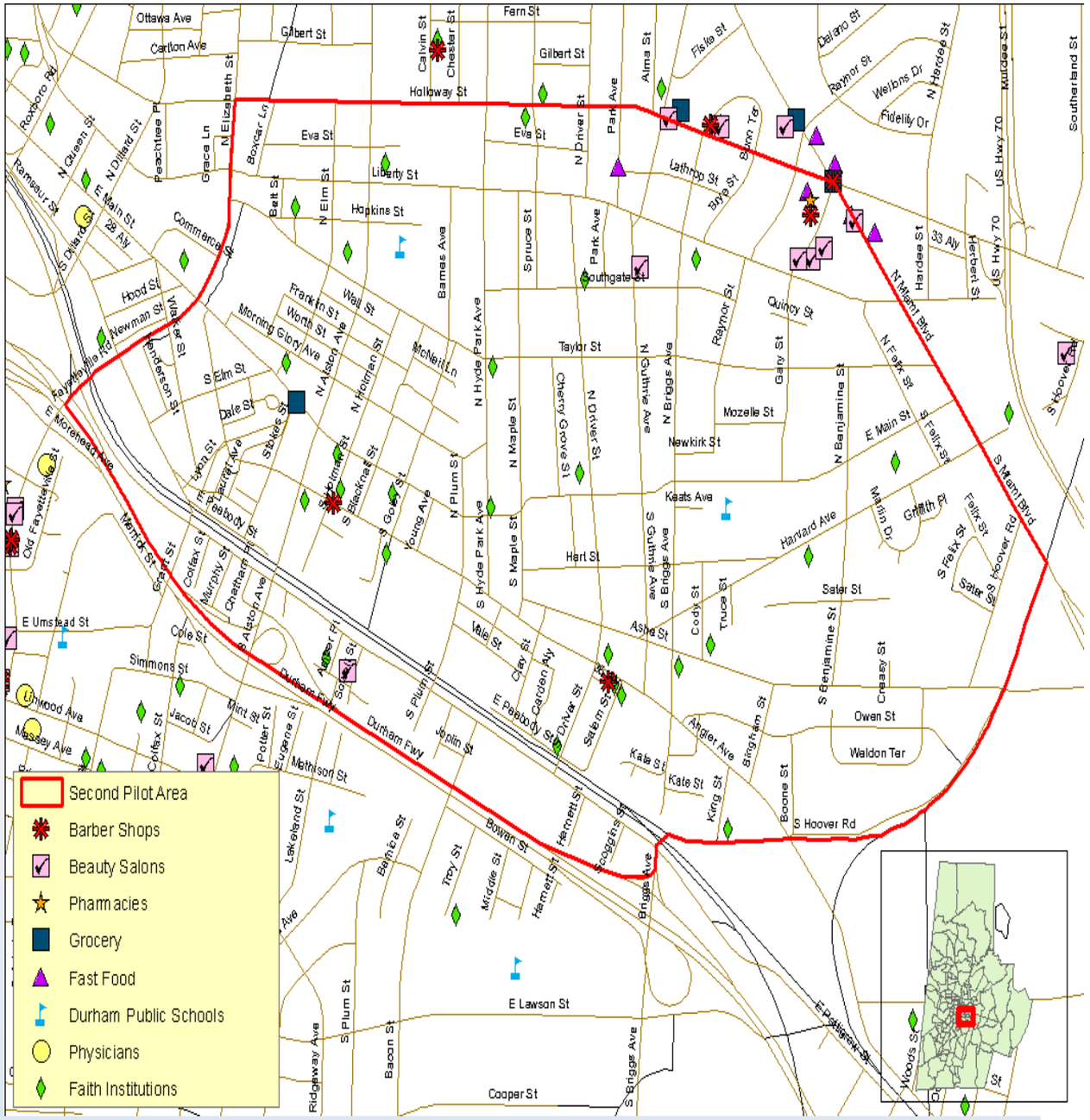
Higher Intensity ⟷ **Lower Intensity**

Multidisciplinary Home Care Team

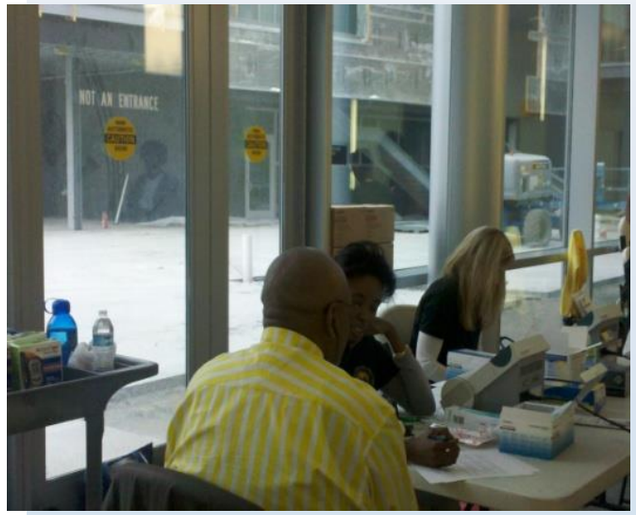
Effective Clinic Based Care Coordinated and Connected

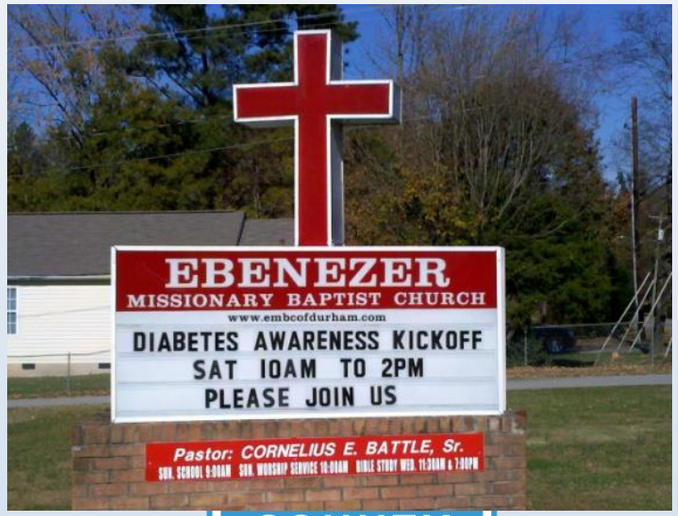
- Knowledge and access to community resources
- Neighborhood mobilization and pilot interventions
- Real time information exchange
- Community Advisory Board


Durham County Center Cooperative Extension
Healing with CARE Inc
East Durham Children's Initiative
El Centro Hispano
Durham County Government
Department of Social Services
Durham County Health Department
Office of Economic and Workforce Development
Lincoln Community Health Center
Ebenezer Missionary Baptist C
Second Potential Pilot Area
Barber Shops
Beauty Salons
Pharmacies
Major Grocery Stores
Fast Food
Durham Public Schools
Physicians
Faith Institutions


Second Pilot Area
Barber Shops
Beauty Salons
Pharmacies
Grocery
Fast Food
Durham Public Schools
Physicians
Faith Institutions

DDC Activities to Date





Community engagement

INVESTING IN THE COMMUNITY

Capacity building

- Train-the-trainer model
  - training lay community people on an evidence-based curriculum so they can take it back to their community
- Mini grants
  - Creating opportunities for community members and small non-profits to align projects with our strategic focus areas (eg. DDC, Play Streets, Durham County Government grants)

Durham County Health Ministry Network

- Meeting people where they live, work, play and PRAY!
- Giving faith communities the tools they need to build capacity by:
  - Creating a network of health ministries
  - Encouraging faith-based orgs to pool resources
  - Offering workshops on grant writing, fitness leader certifications, building and sustaining a health ministry
  - Creating community gardens

Making the health choice the easy choice

POLICY AND ENVIRONMENTAL CHANGE

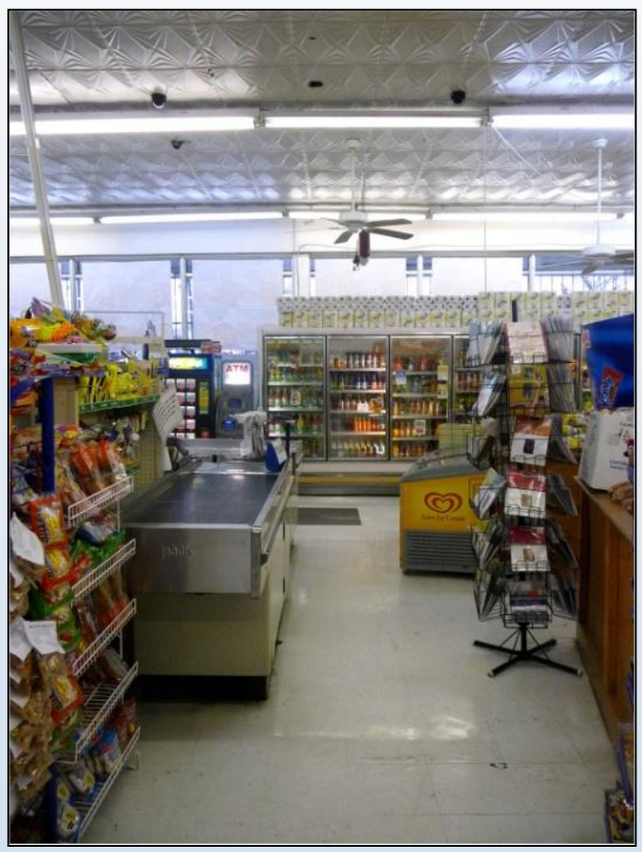
DURHAM COUNTY
DCO NC
1881

Board of Health Smoking Rule

- As of August 1, 2012, smoking is prohibited on:
  - bus stops
  - Transportation and train station
  - City and County property, including public parks and on trails
  - on public sidewalks abutting schools, hospitals, and city and county property

Healthy Aisle

- Environmental change in grocery store check out aisles
- Provides healthy recipes and ingredients



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Access to Healthy Foods

- Double Bucks at the farmers markets increases access to healthy options and encourages purchase of healthy options. Shopping behavior has been shown to persist after double bucks program ends. We also worked collaborated with other agencies to start the Bull City Connector shuttle to the farmers market, working to end a transportation desert.
- Veggie Van – increases access to healthy options
  - Veggie Prescriptions program with our OB Centering Pregnancy patients – increases access to healthy options and encourages behavior change.

OTHER INITIATIVES

Working with Individuals

- System of Care partner
- Motivational Interviewing.
- Substance (Other Than Tobacco) Abuse Structured Assessment and Brief Intervention (SBIRT) Services
  - Screening
  - Brief Intervention
  - Referral and Treatment
- Triple P (Positive Parenting Program)
- Social Media (Facebook, Twitter, You Tube)
- Express Clinic (Testing Only) http://dconc.gov/index.aspx?page=1454

Working with Individuals

- **School Health (teaching school staff and students)**
- **Incentives**
  - **TB Clinic**
  - **STD community-based testing and counseling**
  - **Adolescent Pregnancy Prevention programs**
- **DINE (Durham's Innovative Nutrition Education Program) http://www.dineforlife.org/**
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DINE Activities

Health Webinars & Events

September 2014

Stay Connected! Anyone can participate in the webinars on this schedule. So, please feel free to share the schedule with anyone who is interested, regardless of where they live and/or work.

In order to participate, you must register. *Once registered, you will receive a confirmation email. Use the confirmation email to get the link that will allow you to access the webinar. Please test this link at least 10 minutes before the start of the webinar.*

If you have any difficulties registering for the webinars using the links in this document, please contact Willa Robinson Allen at 560-7771 or via email at wrobinson@dconc.gov at least 15-20 minutes prior to the start of a webinar. **Please note:** A confirmation link will be sent to the email address you included in your registration. So, make sure you are able to access that email address prior to the start of the webinar. Use the confirmation link to access the webinar on the day of the event.

Webinars are subject to cancellation if there are no registrants within 3 days of the event.

“Durham’s vitality is built on the health of our residents and the capacity of our community to foster and enhance the well-being of every citizen.”

Durham County Human Services building

http://www.freelon.com/portfolio/251

The nation behaves well if it treats
the natural resources as assets which
it must turn over to the next
generation increased, and not
impaired, in value
DURHAM COUNTY HUMAN SERVICES COMPLEX