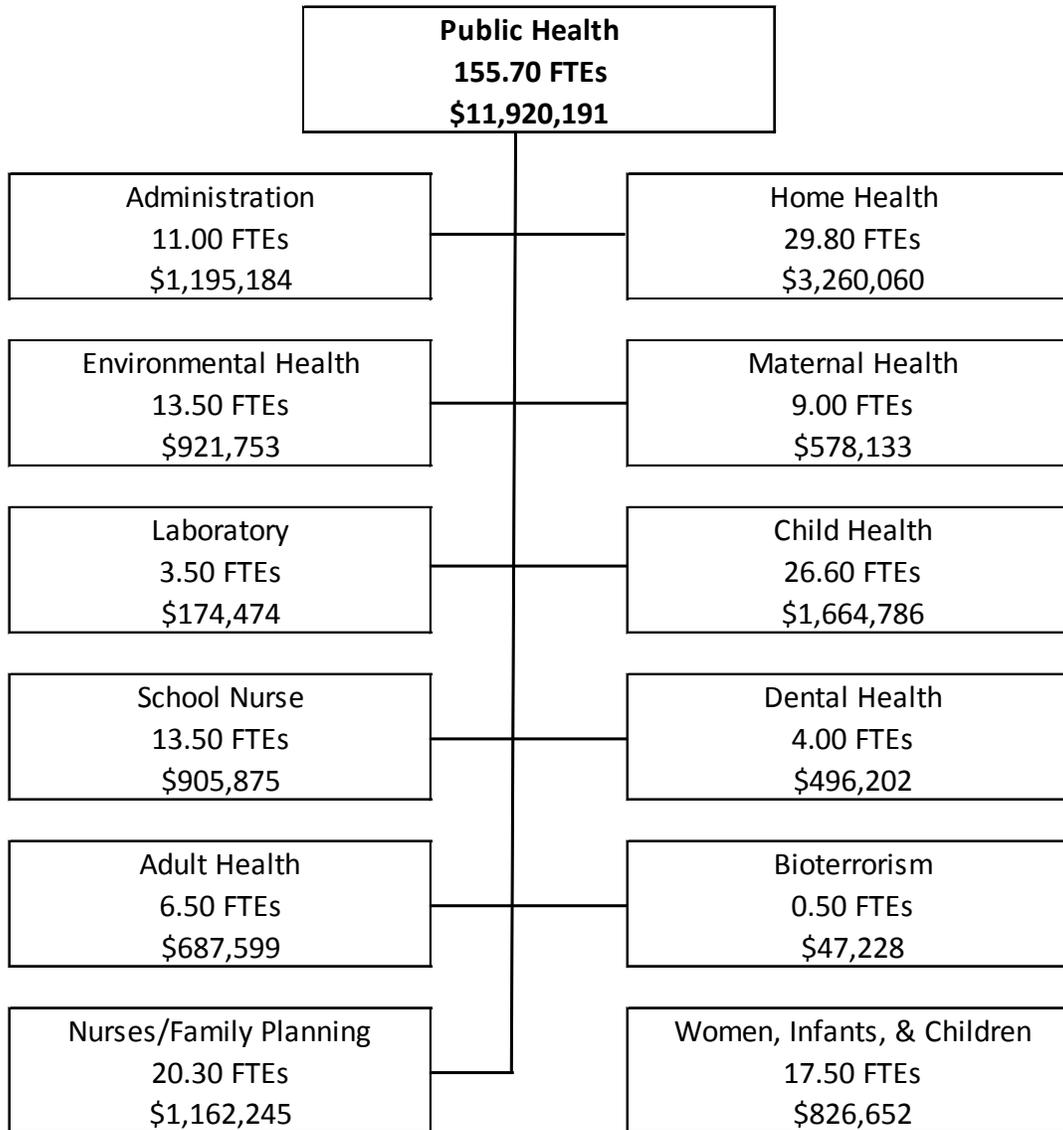


Catawba County Government



Public Health

Summary

	2010/11 Actual	2011/12 Current	2012/13 Requested	2012/13 Approved	Percent Change
Revenues					
Federal	\$132,365	\$58,023	\$47,228	\$47,228	-19%
State	1,219,466	1,213,303	1,004,912	1,004,912	-17%
Federal & State	935,297	817,713	1,525,023	1,521,549	86%
Local	660,645	703,095	752,281	777,995	11%
Charges & Fees	6,970,604	7,496,918	6,366,265	6,365,387	-15%
Miscellaneous	261,213	63,850	83,319	83,319	30%
Special Contingency	0	275,000	275,000	275,000	0%
General Fund	1,952,105	1,794,229	1,947,501	1,844,801	3%
Total	\$12,131,695	\$12,422,131	\$12,001,529	\$11,920,191	-4%
Expenses					
Personal Services	\$8,413,268	\$8,618,824	\$8,758,921	\$8,677,583	1%
Supplies & Operations	3,718,427	3,528,307	2,967,608	2,967,608	-16%
Capital	0	0	0	0	0%
Special Contingency	0	275,000	275,000	275,000	0%
Total	\$12,131,695	\$12,422,131	\$12,001,529	\$11,920,191	-4%
Expenses by Division					
Administration	\$923,809	\$1,181,777	\$1,201,599	\$1,195,184	1%
Home Health	3,023,569	3,173,692	3,304,138	3,260,060	3%
Environmental Health	905,167	937,756	921,480	921,753	-2%
Maternal Health	1,509,035	1,351,498	578,133	578,133	-57%
Family Care Coordination	433,967	424,236	0	0	0%
Laboratory	0	0	207,506	174,474	0%
Child Health	1,365,761	1,360,110	1,662,872	1,664,786	22%
Health & Wellness Trust	88,086	99,940	0	0	0%
School Nurse	863,850	892,388	905,875	905,875	2%
Dental Health	420,780	406,132	496,202	496,202	22%
Adult Health	597,514	682,047	687,599	687,599	1%
Bioterrorism	121,574	58,002	47,228	47,228	-19%
ABCD Grant	18,466	0	0	0	0%
Nurse/Family Planning	1,058,170	1,020,445	1,162,245	1,162,245	14%
WIC	801,947	834,108	826,652	826,652	-1%
Total	\$12,131,695	\$12,422,131	\$12,001,529	\$11,920,191	-4%
Employees					
Permanent	157.10	155.50	156.70	155.70	0%
Hourly	8.00	7.47	9.64	9.64	29%
Total	165.10	162.97	166.34	165.34	1%

Budget Highlights

The Public Health budget decreased four percent from Fiscal Year 2011/12, due primarily to changes within Maternal Health. These and other significant changes to the budget are described in more detail below:

- *Maternal Health*-The County will contract with Catawba Valley Medical Center (CVMC) to provide prenatal services rather than operate a County-staffed clinic. This is a win/win transition for the County and CVMC while providing the same level of services to clients. The hospital can bill Medicaid at a higher rate than Public Health for the services it provides to citizens, and due to its size can better respond to any decrease/increase in demand for these services. With the number of Public Health prenatal patients down approximately 33 percent over the last four years, partnering with the Hospital allows the department to refocus its efforts on connecting citizens with service and eliminates the need to continuously adjust staffing based on the number of clients. To remain convenient for clients, prenatal services will still be offered at the Public Health's facility, only now by Hospital staff rather than county staff. Outside of prenatal, a new Postpartum Newborn program is created to ensure new mothers have a healthy recovery from pregnancy and continued access to services such as WIC, family planning, and care management.
- *Family Care Coordination*- Due to State administrative changes, the two programs that constituted Family Care Coordination in Fiscal Year 2011/12 (Pregnancy Care Management and Care Coordination for Children), are now accounted for in Maternal Health and Child Health respectively.
- *Laboratory*- This new division was created to better account for all existing laboratory expenses separate from individual program budgets, since Laboratory expenses are not eligible for Medicaid reimbursement.
- *Health and Wellness Trust*- This year marks the end of the State Health and Wellness Trust Fund Grant used for the County's tobacco cessation efforts. The department will continue work in this area, however, through its existing health education efforts.
- *Dental Health*- With an expansion to Public Health's Dental Clinic in Fiscal Year 2011/12, funds are included for a new part-time time dentist an average of one day per week. Additionally, the budget adds \$43,000 to serve an additional 120 children who do not have a method of payment.
- *Nurses/Family Planning*- Several staff were transferred from the former prenatal program to assist in the expansion of services available in Nurses/Family Planning.

Performance Measurement

Fiscal Year 2012/13

Public Health outcomes for Fiscal Year 2012/13 continue the focus on providing quality health service, serving target populations, and exceeding national and State benchmarks. Quality

improvement is a major goal as well, and the department plans to work with the Women, Infants, and Children (WIC) program to decrease average appointment times and increase client and staff satisfaction through a Quality Improvement review.

A new program for Fiscal Year 2012/13 is Care Coordination for Children (CC4C) and, as such, new outcomes have been developed to demonstrate performance and impact on the community. These include Neonatal Intensive Care Unit graduates visiting a primary medical provider, program participants having a medical home, children with developmental concerns entering Early Intervention, and Public Health follow-up for child participants who must visit the emergency room or hospital. Other outcomes of note for Public Health include:

- Ninety-eight percent of women screened for breast cancer who are referred to outside providers for evaluation of abnormal findings will follow through with obtaining care.
- Ninety-five percent of clients seen in the Adult Preventive Health Fast Track Clinic will have a total visit time of 30 minutes or less.
- Bioterrorism Preparedness and Response will maintain a score of 95.5 or higher (out of 100) on the Strategic National Stockpile (SNS) plan, which evaluates an agency's ability to receive, store, and distribute bulk provided medicine in the case of an emergency.
- Ninety-two percent of all Medicaid recipients age 0-18 in Catawba County will have access to a medical home.
- The Catawba County Dental Practice will increase the number of patients age 1-5 who receive service by 70 percent.
- Environmental Health will respond to 100 percent of complaints related to violations of North Carolina statutes within 48 hours.

Fiscal Year 2011/12

At mid-year, Public Health is on target to achieve almost all of its outcomes. The department has been successful in decreasing the average wait time in the Women's Public Health Clinic, while also increasing patient and employee satisfaction. In the area of Home Health, 88 percent of patients who received home health services were able to stay in their home after completion of these services, rather than enter a hospital or assisted living facility. To help improve pregnancy and birth outcomes, 64 percent of prenatal patients who receive care from Public Health entered prenatal care in the first trimester. In Environmental Health, the department has completed 99.6 percent all onsite well and septic permits within seven process days, significantly exceeding its target of 95 percent.

While the department is on target to achieve most of its outcomes for Fiscal Year 2011/12, there are some for which the department is currently not on track to meet. One of these outcomes surrounds expanding the department's current dental practice to serve 33 percent more patients. While the renovation and expansion of the dental practice is underway at mid-

year, it is not projected to be completed until late in the fiscal year. The department believes that once this renovation is complete however, this goal will be achievable in Fiscal Year 2012/13. A second outcome that is not on target surrounds reducing the Body Mass Index (BMI) of fifth grade students by two percentage points. Despite the department's efforts to date, a survey of 1,819 fifth grade students indicates no significant change in the average BMI.

Fiscal Year 2010/11

Public Health achieved its outcomes relating to preparing for re-accreditation in 2013 by reviewing all prior standards, new requirements for accreditation, guidance documentation, and correcting any gaps that are identified. In light of the economic times, the department has also placed emphasis on evaluating programs and fiscal responsibility, as evidenced by its new "fast track" approach in Women's Health. This new approach has been successful in significantly reducing the client wait time and total time in the clinic.

Home Health was successful in several of its goal areas. It remained below the State average in patients who need unplanned medical care, above the State average for patients who remain in their homes after a home health episode, and surpassed its goal of 1,272 referrals by 53. One area where it did fall short however is market share percentage, missing its 25 percent goal with only 23.33 percent.

Environmental Health achieved all four of its outcomes. It conducted 2,676 inspections in 1,002 permitted establishments, and far exceeded its goal of providing four food service and education training workshops during the year by providing 17. Additionally, it assisted in the implementation of the State's indoor smoking ban by investigating 100 percent of complaints (24 complaints) within 48 hours.

Healthy pregnancies and babies continue to be a large focus of Public Health. The department remained ahead of State standards in several areas, including low birth weight babies (5.6 percent of Catawba County Public Health patient's babies as opposed to 9.1 percent at the State), as well as infant mortality (7.5 deaths per 1,000 for Catawba County Public Health patients as opposed to 8.3 at the State level). Additionally, the department was successful in having 35 percent of woman identified as smokers enter a smoking cessation program and remain smoke-free two months postpartum, surpassing its goal of 25 percent.

Child Health exceeded its goals to promote school success by establishing Emergency Action Plans for 100 percent of students identified as having chronic health conditions (791 students), as well as by conducting vision, hearing, and overall health habit screenings for 99 percent of students enrolled in the Response to Intervention program or those who have a Personal Education Plan. It additionally aided in children's school success by providing age-appropriate health screenings in areas such as Body Mass Index, vision, and immunization.

The Catawba County Dental Clinic met several of its targets, such as placing 1,850 sealants on patients' permanent teeth to prevent cavities as well as enrolling 422 new patients. The Dental

Health Clinic fell just short of its outcome to provide 11,000 preventive, diagnostic, and operative dental services to income eligible children ages 4-18, however, by providing 10,779. It attributes this lower than expected number to State changes in Medicare eligibility.

Customer service is a top priority of Public Health, and this is evidenced by Adult Health successfully scheduling appointments within two business days of the patient requesting service for all 7,615 patients in Fiscal Year 2010/11. Adult Health additionally was successful in providing much needed funding for dental services and prescriptions for low-income adults, funding 200 dental visits to the Greater Hickory Cooperative Christian Ministry as well as 135 prescriptions.

ADMINISTRATION

Statement of Purpose

To manage and administer quality, cost effective, and customer driven public health programs and services to Catawba County residents.

Outcomes

1. Catawba County Public Health (CCPH) will expand throughout the agency, on a departmental basis, a Quality Improvement (QI) program to maximize the impact of available CCPH resources and improve efficiencies by utilizing skills learned in Public Health Quality Improvement 101 and QI Advisor program. A team from Women, Infants, and Children (WIC) will put learned skills into practice by successful improvement of a public health service by September 2012. QI goals are as follows:
 - a. Decrease the average overall appointment length for recertification appointments from 130 minutes to 117 minutes.
 - b. Increase the percentage of clients that are highly satisfied or satisfied concerning appointment length from 79 percent to 86 percent as indicated on our patient satisfaction survey.
 - c. Improve the percentage of staff that is satisfied from 57 percent to 70 percent.
2. Catawba County Public Health will ensure programs, services, and staff meets the expectations of its internal and external customers by having 95 percent of surveyed customers report that they are “satisfied” or “highly satisfied” with Public Health services.
3. To maintain Catawba County Public Health’s current designation as a high performing State accredited organization, Public Health will retain its North Carolina Public Health accreditation status following a 2013 reaccreditation process, as well as attain high quality standards in all areas of the organization.

HOME HEALTH

Statement of Purpose

Catawba County Home Health Agency (HHA) is a community based non-profit agency serving residents in Catawba and surrounding counties. Home Health provides skilled nursing, physical therapy, speech therapy, and occupational therapy as well as home health aide and medical social work services to residents in their homes. The overall goal is to ensure that HHA clients in the Catawba Valley area will have access to, and receive quality home health care regardless of their socio-economic status.

Outcomes

1. To provide quality healthcare that is an effective alternative to costly extended inpatient care, 88 percent of all Catawba County Home Health patients will remain in their place of residence after an episode of Home Health Care ends. (Data Source: CareAnyware and Strategic Healthcare Programs (SHP) Reports)
2. To achieve long term sustainability in the dynamic home health care industry, marketing strategies will be implemented to increase patient referrals by 5 percent annually. (2010/11 Patient referrals – 1,325; 2011/12 referral data not yet available)
3. By December 31, 2012, Catawba County Home Health will utilize 100 percent Electronic Medical Records with all new admissions by implementing new medical record scanning capabilities within the CareAnywhere patient software system.

ENVIRONMENTAL HEALTH

Statement of Purpose

To assure a safe and healthful environment for the citizens of Catawba County with respect to permitted establishments, subsurface waste disposal, private well construction and protection, and North Carolina smoke-free laws.

Outcomes

1. Provide for the continued safety and health of Catawba County residents by conducting inspections on 100 percent of permitted food service establishments and lodging establishments that are scheduled for an inspection. (2009/10 Statewide inspection rates: 50 percent of all counties in North Carolina achieved 100 percent; 63 percent of counties comparable to Catawba achieved 100 percent)
2. Respond to 100 percent of complaints related to possible violations of North Carolina Environmental Health statutes and rules within 48 hours after receiving the complaint by providing technical assistance, consultation, remediation, or other enforcement methods to resolve violations. (No State or regional data available for comparison)
3. To assure consistent application of Environmental Health rules and established best practices, Environmental Health staff will achieve an average Quality Improvement Program (QIP) evaluation score of 95 percent. The QIP evaluation identifies critical rule interpretation, application, and decision making items that are evaluated for adherence with established best practices and program standards.
4. To provide excellent customer service, Environmental Health will complete 98 percent of all onsite well and septic permits within seven Environmental Health process days. (Mid-year 2011/12 rate- 99.6 percent, no State or regional data available for comparison)

PRENATAL

Statement of Purpose

Catawba County Public Health (CCPH) aspires to ensure the highest quality and most efficient prenatal services to pregnant women by assuring early access to prenatal and postpartum medical care and support services that aims to maximize birth outcomes. CCPH, in partnership with Catawba Valley Medical Center (CVMC), assures comprehensive prenatal care is available to all pregnant women in Catawba County.

Outcomes

1. Seventy percent of Catawba County residents that receive prenatal care from Catawba Valley Maternity Services, a partnership with Catawba County Public Health, will initiate care in their first trimester of pregnancy and 90 percent will continue care through their pregnancy. Early entry into prenatal care improves pregnancy outcomes by identifying and managing medical and social risk factors that cause poor birth outcomes such as preterm labor, gestational diabetes, tobacco use, substance abuse, family support issues, etc. In 2010, 60 percent of CCPH patients entered into care in their first trimester.
2. One hundred percent of all women identified as eligible for Pregnancy Care Management (PCM) services will be enrolled and receive PCM services through a CCPH Care Manager. The PCM program is a partnership between NC Public Health, Community Care of North Carolina, and NC Medical Assistance that promotes healthy mothers and healthy babies. This program provides care management services for high risk women during pregnancy and for two months after delivery by a social worker or nurse. No State comparison data is available.
3. Eighty percent of pregnant women residing in Catawba County that are receiving care management services through the Pregnancy Care Management program will complete their six week postpartum visit. The postpartum visit is important to ensure that patients have a healthy recovery from pregnancy and continued access to safety net services such as WIC, Family Planning, and care management services after delivery. No State comparison data is available.

CHILDREN'S SERVICES

Child Health

Statement of Purpose

Catawba County Public Health (CCPH) seeks to ensure that children ages 0-18 have access to preventive and acute health care. Routine health care promotes physical, social, and emotional growth of children through the early detection, treatment and referral of health problems, illness prevention, and anticipatory guidance.

Outcomes

1. Increase access to a medical home for Medicaid recipients' ages 0-18 to 92 percent. (Fiscal Year 2010/11 North Carolina access rate- 91 percent; Catawba County Public Health- 90 percent) Research shows having access to a medical home helps assure positive health outcomes through timely and preventive acute health services.
2. In order to continue preventing childhood diseases, 80 percent of all children residing in Catawba County will be age appropriately immunized by 24 months of age. The 2010/11 State Immunization Assessment rate was 77 percent.

Care Coordination for Children (CC4C)

Statement of Purpose

Catawba County Public Health seeks to ensure care management services are provided for all Medicaid children birth to five years of age that are determined to be high-risk and qualify for services. The Care Coordination for Children (CC4C) program, in partnership with Community Care Networks, implements community based interventions for children to maximize health outcomes. Priority risk factors include children with special health care needs, having or at increased risk for chronic physical, behavioral or emotional conditions, exposed to toxic stress in early childhood including extreme poverty in conjunction with continuous family chaos, recurrent physical or emotional abuse, chronic neglect, severe enduring maternal depression, persistent parental substance abuse, repeated exposure to violence within the community or family, those in the foster care system, or those who are high cost/high users of service.

Outcomes

3. Ninety percent of all Neonatal Intensive Care Unit (NICU) graduates who receive Medicaid will visit their primary medical provider within 30 days of discharge of the hospital. The transition from hospital to a medical home is important to ensure continuous medical care and health monitoring by the physician. State data will be requested to evaluate if patients remain with their primary medical provider once Public

Health intervention is completed. (New program and outcomes-no state or regional data available for comparison during this baseline year)

4. Ninety percent of all children ages birth to five years assigned a care manager under the CC4C program with special healthcare needs or who are in foster care will have a medical home before case closure. Medical homes help ensure a child's healthy growth and development by monitoring and assessing overall health, as well as by providing access to routine preventative and acute care.
5. Ninety percent of all infants less than one year of age who receive Medicaid with parental concerns of development will be referred to Early Intervention. Research has shown that early intervention for children with developmental issues increases the likelihood the child will experience more positive development related outcomes.
6. Ninety percent of all children on the CC4C caseload (birth to age five Medicaid children) that have a hospital admission, emergency room visit, or hospital readmission will be contacted within 72 hours for follow-up and care management. This timely follow-up will allow Public Health to identify the reason(s) for the visits/admissions and create a plan that will transition the family from inappropriately utilizing intermittent emergency room/urgent care to appropriately using and receiving continuous care from a consistent medical provider. State data will additionally be requested to evaluate if patients remain with their primary medical provider once Public Health intervention is completed. (New program and outcomes-no state or regional data available for comparison during this baseline year)

Early Childhood Support Team

Statement of Purpose

The Early Childhood Support Team (ECST) nurse provides health promotion/health prevention to identified ECST Child Care Centers, the children enrolled, and their families as a member of a multi-agency, multi-disciplinary team, including health education for children, center staff and families, health consultation and staff development, dental screenings, assistance to families in locating and obtaining health resources, and identification and development of an individualized health plan for children with chronic illnesses.

Outcomes

7. Ninety percent of all child care center staff will demonstrate an understanding of and ability to respond to emergency medical situations for children with care plans in place for chronic medical conditions such as asthma and diabetes (as evaluated by teacher(s) pre-and-post-test survey). Educating and preparing child care staff to routinely manage a child's medical condition as well as respond quickly and accurately during an emergency reduces or eliminates the need for medical intervention at the physician

office or urgent/emergency room.

8. To help ensure children in Family Child Care Homes are appropriately immunized by 24 months of age, the Early Childhood Support Team will ensure that 90 percent of all Family Child Care Homes submit their appropriate immunization reports to the State on or before the required date.

School Health

Statement of Purpose

The School Health Program provides school site, direct health services, health education, consultation for faculty and staff, and health promotion/prevention for staff and students to promote maximum physical, social, emotional, and educational growth of children.

Outcomes

9. Seventy percent of students enrolled in the case management program will meet their individual goals in areas such as attendance, grades, class participation, behavior, etc. as evaluated by teacher(s) pre- and post-test survey. Examples of strategies includes, but are not limited to: following up with students that are absent for more than one consecutive day, assessment of sleeping and/or eating patterns, assessment of vision and hearing, ensuring the child has an identified medical home and is receiving routine care, educating the student about their health condition for improved self-management, and making all appropriate referrals where needed.
10. To promote overall health and reduce childhood obesity, CCPH will work with Catawba County Health Partners (CCHP) to lower the Body Mass Index of fifth grade students to 18.0 (2010 average 20.6) by the year 2015. To accomplish this, CCHP school nurses will identify at-risk or obese children and connect them to services, assist in the implementation of the Healthy School Recognition Program in Catawba County schools, and work with the school systems to implement healthy school fundraisers and concessions for after school activities.
11. To maintain the safety of all students who rely on school provided transportation, ninety percent of school bus drivers in Catawba County will receive CPR and First Aid training at the beginning of the school year 2012-2013.
12. Ninety percent of newly identified pregnant students known by the school nurse will begin prenatal care within the first trimester. Evidence shows that early entry into prenatal care improves pregnancy outcomes.

DENTAL

Statement of Purpose

To improve the overall dental health of Catawba County children and increase the community's "dental IQ." Income eligible Catawba County children will have access to comprehensive, preventive, and treatment dental services through the Catawba County Public Health (CCPH) Dental Practice.

Outcomes

1. To improve access to dental services for low income children, the CCPH Dental Practice will increase the number of new patients enrolled by 30 percent. This will be possible thanks to the expansion and upgrade of the CCPH Dental Practice in Fiscal Year 2011/12. (Enrolled 422 patients in 2010/11; 2011/12 data not yet available.)
2. Increase the number of children ages one through five who received dental services within the past year at CCPH Dental Practice by 70 percent (140 children). This will be accomplished by strengthening partnerships with programs and/or organizations who serve low income children to more efficiently identify and refer those without dental care. (199 children ages one through five enrolled in 2010/11; 2011/12 data not yet available)

COMMUNITY AND ADULT HEALTH

Statement of Purpose

Catawba County Public Health (CCPH) Adult Health Programs provide patients with screening exams for early detection of breast, cervical, and communicable diseases, provide methods and strategies for the prevention of unplanned pregnancy and diseases, and focus on the promotion of health and wellness through education on healthier lifestyle choices.

Outcomes

1. Utilizing the best practice model of “open access” scheduling and through the use of continuous quality improvement strategies, the Adult Preventive Health Clinic will maintain a patient show rate of 84 percent. Midyear show rate for Fiscal Year 2011/12 is 81 percent. (No State or regional data available for comparison)
2. Ninety-eight percent of women screened for breast cancer in the Adult Preventive Health Clinic who are referred to outside providers for evaluation of abnormal breast findings will follow through with obtaining care. Midyear rate for Fiscal Year 2011/12 is 99 percent. (No State or regional data available for comparison)
3. In an effort to reduce the spread of sexually transmitted diseases in Catawba County, 96 percent of Adult Preventive Health Clinic patients diagnosed with a sexually transmitted disease will receive treatment within two weeks of diagnosis. Midyear treatment rate for Fiscal Year 2011/12 is 94 percent. (No State or regional data available for comparison)
4. To provide quality customer service, 95 percent of clients seen in the Adult Preventive Health Fast Track Clinic will have a total visit time of 30 minutes or less. The Fast Track Clinic is newly designed for patients needing an uncomplicated follow-up service such as Depo-Provera injections, birth control pill refills, and STD treatment.
5. In an effort to prevent new active cases and the spread of Tuberculosis (TB), 70 percent of all persons identified with latent TB will complete the recommended treatment (generally a six to nine month medication regimen). Treatment is strongly recommended but not required for patients with latent TB, since the latent variation of the disease is not active or contagious and only five to ten percent of cases progress to active Tuberculosis. (The NC Communicable Disease Section requires CCPH to maintain a 65 percent treatment completion. The CCPH FY 2010/11 rate was 78 percent.)
6. In an effort to facilitate community-wide, sustainable improvements to Catawba County’s health priorities (access to care, cancer, obesity and substance abuse), Catawba County Health Partners, Inc. will increase the number of local policy, systems,

and/or environmental (PSE) changes implemented by its community coalitions by 25 percent. (In Fiscal Year 2010/11, the coalitions achieved 10 PSE changes.) PSE changes are broad-based strategies that affect a large population and help make the healthy choice the default choice in a community. They are viewed as the gold standard in public health practice for their ability to affect long-term statistical improvement in disease and mortality rates.

7. To engage clients and the public in alignment with Catawba County Public Health's strategic plan and outcomes, Health Promotion will assure the implementation and evaluation of four evidence-based health education, promotion, marketing, and/or communication practices in the service areas of Adult Health/STDs, Immunizations, Air Quality, and Dental.

BIOTERRORISM PREPAREDNESS AND RESPONSE

Statement of Purpose

Ensure Catawba County Public Health (CCPH) is prepared to prevent, mitigate, and/or respond to disease outbreaks and biological threats to our community.

Outcomes

1. Catawba County Public Health staff will be prepared and ready to respond to Public Health threats by participating in annual preparedness training and demonstrating a 90 percent competency score. (No State, regional, or local comparison data available.)
2. Catawba County Public Health will demonstrate the capability to receive, store, and distribute the Strategic National Stockpile (SNS) by achieving a score of 95.5 percent on the annual local Public Health SNS Plan review, benchmarked to Centers for Disease Control and Prevention (CDC) standards. The 2010 State average was 52.5 percent; the 2010 Region 7 average was 82.6 percent; and, the 2010 CCPH score 86 percent.

WOMEN, INFANTS, AND CHILDREN (WIC)

Statement of Purpose

The WIC program is a Federally funded initiative with both State and local management that provides nutrition education and supplemental foods to eligible women, infants, and children of Catawba County. State data proves that WIC lowers infant mortality by 25 to 66 percent among Medicaid beneficiaries who participated in WIC as compared to Medicaid beneficiaries who did not participate in WIC and saves public health dollars in North Carolina. Every WIC dollar spent on a pregnant woman saves \$3.13 in Medicaid cost during the first 60 days of an infant's life.

Outcomes

1. To maximize the growth and development of infants and children through improved nutritional status, the WIC Program will maintain participant caseload at a minimum of 97 percent of the State WIC program assigned base caseload and serve 90 percent of the Catawba County population at risk (PAR). No State comparison data is available.
2. Thirty-five percent of women enrolled in the Breastfeeding Peer Counselor Program will continue to breastfeed their infant(s) for a duration of 6 weeks or longer. This will expose the mother and newborn to the many health benefits linked by research to breastfeeding. In 2010, 32.9 percent of WIC participants breastfed their infants for 6 weeks or longer.
3. To promote the use of locally grown fruits and vegetables and support local farmers markets, 50 percent of WIC participants who receive Farmer's Market vouchers will redeem them in order to receive fresh fruits and vegetables (2010- 27.72 percent). To further this effort, CCPH will additionally work with the State to explore bringing a local farmers market to the CCPH campus to offer convenient access to fresh fruits and vegetables.