



Transforming **Insight** into **Innovation**

2010 - 2011 Annual Report

CATAWBA
COUNTY **Public
Health**

Director's Message

INSIGHT

The staff at Catawba County Public Health has one vision, to lead the way to a healthier community. By transforming insight into innovation our staff has been able to improve the health of Catawba County through education, promotion of healthy lifestyles, and prevention of certain health issues.

I invite you to take a look through our annual report to learn more about the many ways Catawba County Public Health is working for you.

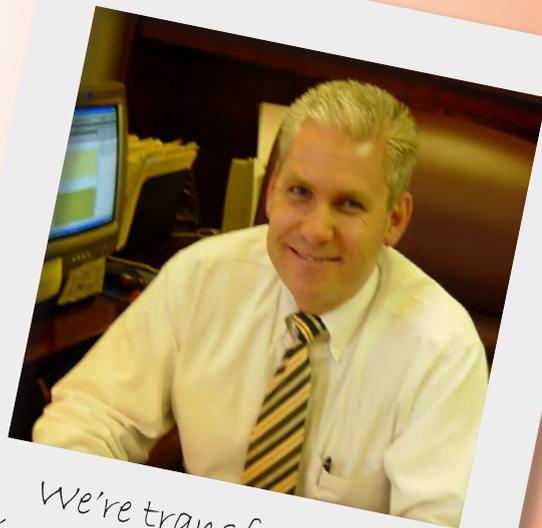
I hope that you will better understand the unique role that Public Health and our partners play through the examples in this report: assuring medical homes, improving quality, and promoting important flu messages. We also hope that you will find this resource useful for identifying potential areas of interest and collaboration.

We recognize that Public Health cannot work alone, which is why we are thankful to have many strong partners. For example, Catawba Valley Medical Center has been a valuable partner since the early 1990's supporting numerous health initiatives including prenatal services and the provision of school nurses. Catawba Valley Medical Center's financial support of school nursing has greatly enhanced our ability to have a positive impact on the lives of children.

As this report reflects on another year of contributions, I thank the staff at Public Health and our partners for their continued dedication to improving the health of Catawba County. With the community as our priority, I also thank you for taking the time to review our annual report.



Douglas W. Urland, Health Director



*We're transforming
insight into innovation.*

A Medical Home for Children and Teens

INNOVATION

Catawba County Public Health values the medical home model—a model that focuses on one place for consistent and comprehensive care.

Catawba County Public Health has provided health services for children and adolescents for the past 30 years through the Child Health Clinic and the Totally Teens Health Center. Because these services were primarily preventive, families had to seek acute care elsewhere. By June 2010, the Child Health Clinic was serving fewer than 175 children per year.

To better serve children and teens, Catawba County Public Health expanded a nearly 20-year relationship with Catawba Pediatric Associates to build an enhanced partnership that would provide current Public Health patients with comprehensive primary and acute care services.

Catawba County Public Health is committed to ensuring the highest quality health services for children and adolescents, with the goal of assuring a medical home for children and adolescents in Catawba County. With patients previously served through Catawba County Public Health now being served at Catawba Pediatric Associates, the medical home goal has been met.

This partnership places emphasis on the importance of a medical home and provides children with 24/7 access to care. With the new approach, it is anticipated that access to health care for children in Catawba County will increase by 10% over time. In less than one year, the number of children with a medical home was already increased by 2%.

The enhanced partnership between Catawba County Public Health and Catawba Pediatric Associates to assure children in Catawba County have access to a medical home earned the receipt of a 2011 GlaxoSmithKline Child Health Recognition Award.



Healthy Schools Recognition Program

INSIGHT



Catawba County Public Health recognizes the struggle of today's schools—the challenge of prioritizing physical activity and nutrition while striving to meet rigorous academic standards.

Eat Smart Move More Catawba County, a Catawba County Health Partners' coalition, developed a unique solution for overcoming these challenges by implementing the Healthy Schools Recognition Program. Each year all

schools in Catawba County are invited to participate by agreeing to meet seven “healthy school” criteria. Every spring the program evaluates participating schools on whether they have met seven criteria, which include having 100% compliance with the “Healthy Active Children” act and offering fresh or frozen fruits and vegetables at least three times per week.

Sixteen schools accepted the invitation, and ten schools were awarded Healthy School status in 2011; those schools that did not attain recognition were able to receive technical assistance from the coalition to work toward achieving Healthy School status in the future.

“By maintaining these standards, our schools can go a long way toward helping children develop healthy habits for a lifetime.”
Phil DiCasolo, Chairman, Eat Smart Move More Catawba County

1 Have a School Wellness Council in place that is committed to the health and well-being of the school population. This council should meet monthly and consist of school personnel and parents who act as positive role models.

2 Offer fresh or frozen fruits and vegetables at least three times per week at lunch.

3 Offer plain bottled water at lunch (or make available a container of water or water fountain).

4 100% of classrooms comply with the “Healthy Active Children” statute for 30 minutes of physical activity per day in K-8.

5 Have in place and comply with a school policy for healthy fundraisers.

6 Have in place and comply with a healthy school store policy.

7 Have in place and enforce a school policy for healthy concessions.

Case Management

INNOVATION

Catawba County Public Health has been providing supportive care for prenatal patients and children for many years. In 2011, the agency transitioned from two long-standing case management programs for pregnant women and young children to a new model with strategies aimed at improved birth and child outcomes.

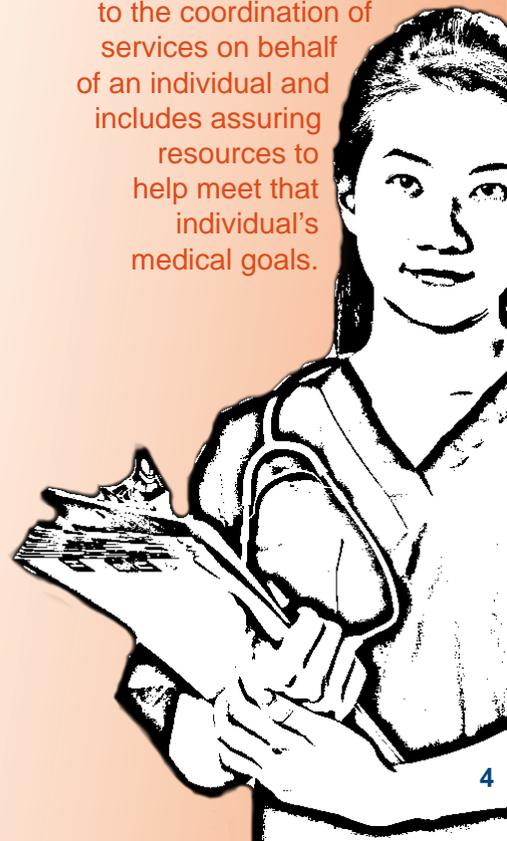
The two new models, Pregnancy Care Management (PCM) and Care Coordination for Children (CC4C), include many new benefits, but three enhancements stand out:

- 1 The models focus on the highest risk patients.
- 2 Private physicians more closely collaborate with case managers to identify patients in need.
- 3 Data is collected on each case to evaluate outcomes, such as whether a child's risk for developmental delay was lowered.

“We really appreciate our case manager. She truly has gone above and beyond in working with our families...she really has done a good job. Thanks for all you do.”

- Unifour Pediatrics

Case management refers to the coordination of services on behalf of an individual and includes assuring resources to help meet that individual's medical goals.



Arm Yourself Against the Flu

INSIGHT

It's important to get a flu shot—a message Catawba County Public Health was challenged with getting out to an already saturated audience due to the H1N1 pandemic.

With the goal of engaging and motivating the community to get a flu shot, Catawba County Public Health created a campaign with a variety of outreach material. The materials were shared with partners across the community to more effectively and efficiently deliver the flu shot message.

The outreach campaign featured ads with real Catawba County citizens, which resulted in higher levels of campaign recognition, engagement, and awareness. The ads were shared through billboards, TV commercials, local magazines, websites, and posters displayed across the community.

In addition to the county's ability to localize the campaign, it used relatable tag lines such as, "Did you get your flu shot? I did!"

Catawba County's flu campaign earned the recognition of North Carolina's Association of County Commissioner's Outstanding County Program Award.



**ONE
SHOT
SEASONAL
+H1N1FLU**

Quality Improvement

INNOVATION

As the mission statement notes, Catawba County Public Health is a service driven organization committed to improvement. With the desire to keep improving, a team from Catawba County joined eight other public health departments in the North Carolina Quality Improvement 101 (QI 101) training course.

Over six months the team was trained in QI methods and tools, which they applied to a local project: to reduce patient waiting time for an annual or initial service in the Women's Preventive Health clinic.

Among other methods, the team used the Plan, Do, Study, Act (PDSA) tool. By utilizing methods such as PDSA, the team was able to observe workflow and identify ideas for improvement. As a result, patient appointment time goals were achieved, and patient satisfaction increased.

One of the QI team's greatest accomplishments is sustainability. Because the team was able to make small, measureable changes throughout the process, they were able to successfully evaluate their progress and create long-lasting results. This improvement has inspired other teams at Catawba County Public Health to learn and employ QI methods—creating a “QI culture” that empowers all staff to identify opportunities for improvement, share ideas, and initiate change that leads to continual improvement of all Public Health services.



Environmental Health has also improved the quality of its services by maximizing technology to track and improve access to information. With the use of technology, 708 on-site water permits were issued by staff within seven Environmental Health process days, resulting in a 98.6% 7-day response rate.

Community

INSIGHT

Public Health aims to grow its partnerships in the community each year, such as expanding its relationship with Catawba Pediatric Associates to provide a medical home for children. Catawba Valley Medical Center is another notable partner due to its financial support of school nurses—helping to reduce the nurse-to-student ratio across the county—and provision of birthing services to Public Health prenatal patients.

In its sixth year of partnership, Catawba Valley Medical Center has played an important role in increasing the number of school nursing positions by 13. The value of school nurses is not only represented by numbers, but also in the quality of care and service they provide. Catawba Valley Medical Center values the impact a nurse has, which is why Catawba County Public Health and Catawba Valley Medical Center continue to have a successful partnership each year.



“Our school nurse makes a huge impact with the critical care plans she develops and the security she provides the students. She is also an asset in our classrooms with the preventive education she does.”

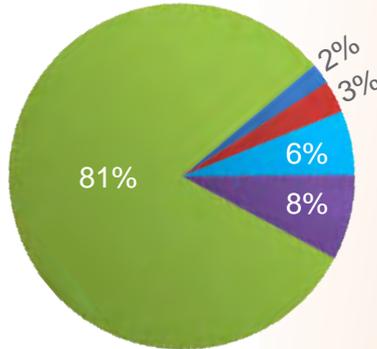
*- Dr. Walter R. Zahler, principal
Snow Creek Elementary*

Public Health

INNOVATION

Demographics

Catawba County Public Health actively targets diverse communities with important health services and messages. The Public Health team often brings its message to minority populations through health fairs. With the assistance of interpreters, health messages have been shared at a variety of events such as the International Spring Fest and Children’s Day at Centro Latino.

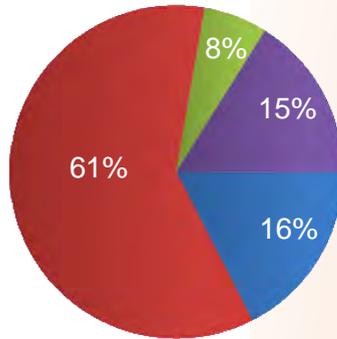


Demographics

Demographic	Count	Percentage
Other	2,983	2%
Asian/Pacific Islander	4,221	3%
Hispanic	7,886	6%
African-American	11,862	8%
Caucasian	114,368	81%

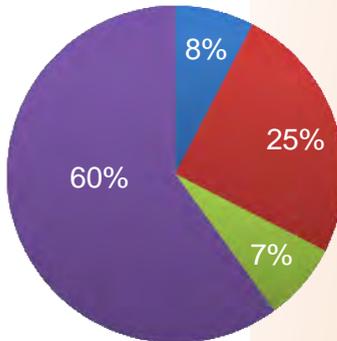
Finance

Public Health strives to meet the needs of the community through the effective utilization of monetary resources. By spending conservatively, forecasting potential needs and pursuing grant opportunities, Public Health has continued to maintain quality services for residents.



Revenues

Source	Amount	Percentage
Other	\$1,051,279	8%
County Share	\$1,880,009	15%
State/Federal	\$2,070,357	16%
Fees	\$7,804,260	61%



Expenses

Category	Amount	Percentage
Environmental Health	\$905,167	7%
Administration	\$92,3809	8%
Home Health	\$3,023,570	25%
Clinical Services	\$7,279,154	60%

Mission: Catawba County Public Health is a service driven organization committed to fostering partnerships that lead to the promotion, protection, and improvement of health in Catawba County and its surrounding communities.

2010-2011 Board of Health

Mr. Thomas L. Richards, Sr. — Pharmacist & Chairman
Ms. Susan Witherspoon — Citizen Member & Vice-Chair
Mr. Dan A. Hunsucker — County Commissioner
Dr. Sharon Monday — Veterinarian
Dr. Robert Rights — Dentist
Mr. Thomas Fannin — Citizen Member

Mr. G. Cecil Clark — Engineer
Ms. Dianne C. Hickmon — Citizen Member
Dr. David J. Kulesia — Optometrist
Ms. Brenda H. Watson — Registered Nurse
Dr. William Geideman — Physician

Catawba County Public Health
3070 11th Avenue Drive SE
Hickory, NC 28602
828-695-5800

www.catawbacountync.gov/phealth

