

2009-2010 Annual Report

a tradition

OF PROGRESS...

Catawba County Public Health

Catawba County Public Health Director's Message

The staff of Catawba County Public Health proudly presents our 2009-2010 Annual Report entitled "A Tradition of Progress." The report briefly chronicles our work over the past year and provides an inside view to our organization.

This booklet emphasizes the commitment Public Health has to the provision of high quality services in a customer service driven environment. Many of these highlighted services speak to the cornerstones of public health including Children's Health, Women's Health, Health Education and Promotion, and Dental Health. Within those programs and beyond, all of our staff strive to meet the public health needs of our community by effectively providing



services in an efficient manner. This approach reinforces our philosophy of fiscal responsibility while recognizing the important role we play during an uncertain economic time.

Regardless of the future changes in health care or difficult economic times, our tradition of progress endures. Please review our report and learn how Catawba County Public Health is working for you.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Urland". The signature is stylized and fluid.

Douglas W. Urland, MPA
Health Director

WOMEN, INFANTS AND CHILDREN

A Tradition Of Quality Customer Service

At Public Health, making customers feel comfortable and respected is a top priority. As the numbers of participants in the Women, Infants and Children (WIC) program grew, so did the demand to achieve that priority. During the fiscal year, the WIC waiting room and clients service area were expanded to add seating and increase comfort for clients. The new addition also increased the total number of family nutrition counseling rooms to five, which allows families to stay in one place while receiving services rather than move from office to office.

WIC also made changes to meet the nutritional needs of clients. For more than 30 years, WIC has provided access to nutritious foods that supplement the diets of women, infants and children. Over time, the nutritional guidelines have changed. In order to reflect those changes, the WIC program modified the foods provided to better support the nutritional needs of mothers who breastfeed, provide a wider variety of foods and accommodate the cultural food preferences of WIC participants. Food packages now include access to more whole grains, fruit, vegetables and alternative foods, such as tofu.

The new WIC food package is helping fight obesity and diabetes by approving canned fruits and vegetables that are free of added sugar, oil or artificial sweetener and by encouraging women and children over the age of 2 to use reduced fat milk to help decrease their calorie intake.



WOMEN'S HEALTH

A Tradition Of Identifying the Needs of Women

Since women are primary caretakers of others, including their family and friends, it is important that they stay healthy. Catawba County Public Health offers a wide range of services to ensure that women are taken care of during all phases of life. In fact,

over 65% of patients seen at Public Health during the 2009-2010 fiscal year were female.

As women begin their journey into motherhood, the prenatal practice provides guidance and support to help achieve positive birth outcomes. The practice also partners with area medical providers to help make the highest level of care available to women on Medicaid or those who cannot otherwise afford services. During the 2009 calendar year, more than one third of all babies born in Catawba County were delivered by mothers served by the practice. With increased access to health and nutritional resources, 25% more mothers who received prenatal care at Public Health delivered a baby of healthy weight.

The Women's Preventive Health Clinic at Catawba County Public Health has worked to increase awareness of the importance of early breast and cervical cancer detection, as well as resources for women who are unable to pay for a mammogram.



The NC Breast and Cervical Cancer Control Program (BCCCP) at Public Health, which provides cervical and breast cancer screening to women ages 40-64 who qualify financially, experienced a 38% increase in patients this year. To support this, the clinic added three more days per week to its Family Nurse Practitioner appointment schedule. Services include lab work and a complete physical examination consisting of a pap test, clinical breast exam and instruction on how to perform a self breast examination.



The increased access to care provided by the Women's Preventive Health Clinic led to:

- o A 32.5% increase in women seen through the Women's Preventive Health Clinic.
- o A 37.8% increase in women who utilized BCCCP services.
- o 212 BCCCP patients referred for abnormal findings.
- o 472 mammograms.
- o 76 women referred for breast abnormalities.

DENTAL CARE

A Tradition Of Providing Smiles for Children

Only 55% of North Carolina health departments have a dental practice on site to serve local children, and Catawba County Public Health is one of them. In response to an increased need for services, the Dental Practice expanded its patient age range from 4-17 to 4-21. They also began accepting patients with Medicaid and Health Choice from other counties who do not have dental clinics at their local health departments. By increasing translator availability, the number of non-English-speaking patients grew by 50%.

Improving dental care for children:

- 1,068 children received dental care, a 7.9% increase from the previous year.
- 10,987 services were provided, including preventive, diagnostic and operative care.
- Between 2004 and 2009, Catawba County saw a 45% decline in dental decay among kindergarten children and a 13% increase in sealants among fifth graders, which also reduced dental decay.



As funding for traditional programs declined, Early Childhood Support Team nurses from CCPH looked to area partners to help support their dental health programs. Through a grant provided by Smart Start, the team was able to continue “Change Your Toothbrush Day” in 69 child care centers and 31 Family Child Care Homes. The team also distributed toothbrushes and provided dental care education to 2,839 children in Catawba County.

SCHOOL NURSES

A Tradition Of Helping Children in Need



Catawba County Public Health School Nurses strive to meet the health needs of students in the county's three public school systems.

Recognizing the link between health and academic success, the nurses participated in the East Carolina University School of Nursing Case Management Program for School Aged Children. The program provides research-based resources to school nurses as they manage students' chronic health issues including diabetes, severe allergies, asthma and behavioral problems. Participation in the program enhanced the nurses' ability to help children and their families manage a child's illness at school. Nurses also shared their knowledge with teachers and staff to help improve their health care coordination for children. These efforts led to an improvement in grade point average and increased quality of life for the students.



Many children in Catawba County are not covered by insurance, but their parents' income is too high to qualify for Medicaid or NC Health Choice. To help these children receive the medical and dental care they need to remain productive in school, Public Health's School Health Team formed the Kids in Need (KIN) Fund. During the 2009 calendar year, 102 students received care thanks to the KIN fund. To help make funding available to help additional students, the School Health Team developed a new fundraiser called "Koins for Kids" this year. They encouraged students in all three school systems to collect spare change, which resulted in raising a total of \$9,200 for the KIN fund.

HEALTH PROMOTION

A Tradition Of Influencing Healthier Lifestyles

Health Promotion isn't just about promoting the services offered at Public Health; it's also about promoting healthier lifestyles through education and outreach in the community. Over the years, the Health Promotion team has focused on chronic disease prevention through evidence-based practices addressing nutrition, physical activity and tobacco use. The team has also produced health assessments, taught classes, attended community events, influenced local policies and developed valuable partnerships that have broadened its impact in Catawba County.

In an effort to teach positive health behaviors to young children, the Health Promotion team has organized tours of the Catawba County Public Health facility for area second-graders for the past 16 years. The



interactive and engaging tours emphasize the importance of healthy behaviors, such as brushing teeth, washing hands and avoiding tobacco, and encourage young children to make them a habit. Though simple, the tours have proven to be an effective way to educate more than 1,800 children each year.

The emergence of social marketing has offered new ways for the Health Promotion team to reach out to the community. During flu season this year, the Health Promotion team created YouTube videos showing how basic sanitary habits, such as washing hands and using alcohol-based hand sanitizer, help prevent the spread of disease. Combined with the team's other flu education efforts, these messages have helped change behaviors and our local environment - as seen by the increased availability and use of hand sanitizer at many locations throughout the county.

Educating the Community...

- 205 programs encouraged healthy lifestyles.
- 22 community health fairs reached out to our diverse community.
- 40 Lamaze classes taught childbirth techniques to expecting parents.
- 17 facility tours showed second graders the impact Public Health has on their lives.
- 40 “Eat Smart, Move More, Weigh Less” classes encouraged individuals to lose weight.



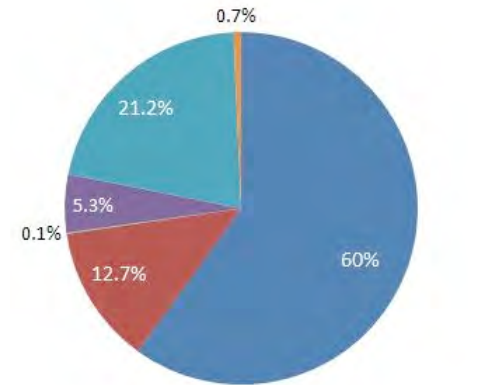
House Bill 2 (Session Law 2009-27, commonly known as the NC Smoke-free Restaurants and Bars Law) went into effect January 2, 2010. Prior to that date, Catawba County Public Health's tobacco prevention coordinator and youth advocacy groups (made possible by an NC Health & Wellness Trust Fund grant) had spent many years educating restaurants and other establishments about the benefits of going smoke-free. With the passage of the bill, these advocates used their established relationships to spread information and assist Catawba County restaurants with going 100% smoke-free. While the health effects of this ordinance may not yet be directly measurable, it is certain to have an impact on health and overall quality of life for smokers and non-smokers in Catawba County.

DEMOGRAPHICS

A Tradition Of Diversity



Catawba County Public Health actively targets diverse communities with its health messages. The Public Health team often brings its message into the community to reach 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.



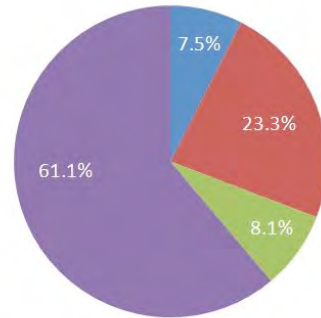
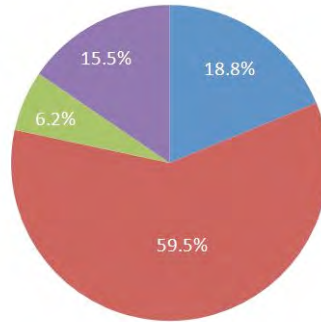
CLIENTS		ETHNICITY
17,303	60.03%	Caucasian
3,666	12.72%	African-American
23	0.08%	American Indian
1,513	5.25%	Asian/Pacific Islander
6,119	21.23%	Hispanic
202	0.70%	Other
28,826	100.00%	Totals

The chart shows the number, percentage, and ethnicity of clients served by CCPH programs and services from July 1, 2009 to June 30, 2010.

FINANCE

A Tradition Of Fiscal Responsibility

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.



Total Revenues and Expenditures

Fiscal Year 2009-2010

REVENUES

State/Federal	\$2,254,481	18.8%
Client Fees	\$7,137,172	59.5%
Other	\$741,569	6.2%
County Share	\$1,853,661	15.5%
Total	11,986,883	100.0%

EXPENDITURES

Administration	\$898,131	7.5%
Home Health	\$2,792,320	23.3%
Environmental Health	\$967,301	8.1%
Clinical Services	\$7,329,131	61.1%
Total	\$11,986,883	100.0%

CATAWBA COUNTY PUBLIC HEALTH

A TRADITION OF PROGRESS

2009-2010 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

