

BUILDING ON THE PILLARS OF PUBLIC HEALTH

FY 2018-19
ANNUAL REPORT



catawba county
public health



Dear Friends and Community Partners,

In the past year, Catawba County Public Health has continued implementing our strategic plan and building on its pillars of collaboration, respect, trust, people, innovation and excellence to better serve



the people of Catawba County. This Annual Report highlights our transformative community work, which stretches from foundational programs to new partnerships that address emerging issues affecting the health of

our community. These collaborative efforts between staff and community partners will pay off dividends for many years to come — through improved health for Catawba County's residents.

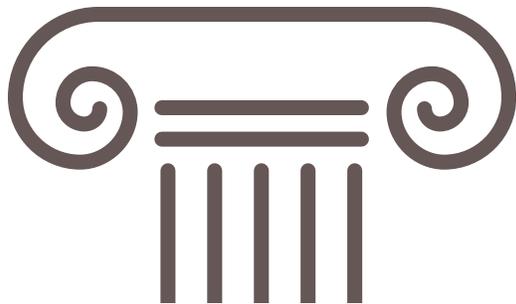
In this Annual Report, you will find just a few examples of the many ways in which we are advancing health in Catawba County through innovation and collaboration— from service delivery to strategic partnerships that amplify impact, and how we use data to drive our decision making.

I applaud our Public Health team for their commitment to this work, and I thank all of our partners for helping make initiatives like these possible. With their support, we can continue to lead the way to a healthier community.

Sincerely,

Douglas W. Urland

HEALTH DIRECTOR, CATAWBA COUNTY PUBLIC HEALTH



MISSION

TO PROMOTE,
PROTECT, AND
IMPROVE THE HEALTH
OF THE COMMUNITY
BY ASSESSING AND
RESPONDING TO NEEDS,
ASSURING SERVICES,
DEVELOPING POLICIES,
AND FOSTERING
COLLABORATION.

VISION

LEADING THE WAY TO A
HEALTHIER COMMUNITY

VALUES

COLLABORATION,
PEOPLE, RESPECT,
INNOVATION, TRUST
AND EXCELLENCE



Catawba County Board of Commissioners presented Catawba County Public Health leadership and staff with a proclamation that recognized work of public health in honor of National Public Health Week 2019.

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**A Special Thanks to the Catawba County Board of Health
for their service during the 2018-19 Fiscal Year**

- Dr. David C. Hamilton, Jr. (Chair)
- Mr. Dan Hunsucker (County Commissioner)
- Dr. Sharon Monday
- Ms. Gloria Costin
- Mr. Brian Potocki
- Dr. Gail Hamilton Brandon
- Dr. Matthew Davis,
- Mr. John Dollar
- Ms. Susan Knowles, RN
- Mr. William Pitts
- Dr. Dana H. Greene

Finance

Catawba County Public Health strives to meet the needs of the community through the responsible and effective use of monetary resources.

Budgeted Revenues

STATE/FEDERAL	\$1,868,079
FEES.....	\$1,791,310
COUNTY	\$3,371,606
OTHER	\$1,859,811

Budgeted Expenses

ADMINISTRATION	\$1,253,591
CASE MANAGEMENT	\$835,007
ENVIRONMENTAL HEALTH	\$1,265,066
SCHOOL HEALTH	\$1,750,941
CLINICAL/PROGRAM SERVICES	\$3,786,201
TOTAL	\$8,890,806

Service Areas

- » **FAMILY PLANNING** — Provides services related to family planning and birth control to teen and adult women
- » **SEXUALLY TRANSMITTED DISEASE** — Confidential services for teens and adults to prevent the spread of common sexually transmitted diseases
- » **BREAST AND CERVICAL CANCER CONTROL PROGRAM (BCCCP)** — Provides cancer prevention services to older adult women
- » **WOMEN, INFANTS AND CHILDREN (WIC)** — Serves children from birth to age 5 and pregnant, postpartum and breastfeeding women
- » **IMMUNIZATIONS** — Offers all required immunizations for children, travel and other vaccinations for adults, and flu shots for all ages
- » **COMMUNICABLE DISEASE** — Monitors disease reporting and provides management and treatment of communicable diseases (including tuberculosis)
- » **SCHOOL HEALTH** — Ensures children in grades K-12 have access to preventive and acute health care
- » **EARLY CHILDHOOD SUPPORT TEAM** — Provides health services to children, staff, and families in child care centers
- » **CARE COORDINATION FOR CHILDREN (CC4C)** — Supports healthy development of children ages birth to 5
- » **OBSTETRIC CARE MANAGEMENT (OBCM)** — Connects pregnant women with resources during pregnancy and after childbirth to help ensure healthy birth outcomes
- » **ENVIRONMENTAL HEALTH** — Provides inspection and plan review services to ensure clean water, sanitary septic services, and works with facilities and restaurants to encourage the use of procedures that protect the public

ASSURANCE PARTNERSHIPS

- » **CATAWBA VALLEY MEDICAL CENTER - MATERNITY SERVICES** — Prenatal care for women, including those with high-risk medical conditions
- » **CATAWBA FAMILY DENTISTRY** — Provides family dental services to children and adults who qualify

Who We Serve

Clinical Services

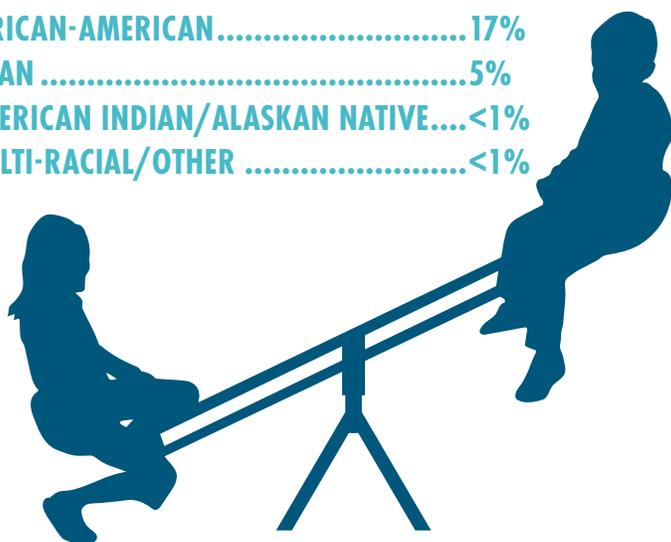


FEMALE: 75% MALE: 25%



RACIAL BREAKDOWN

WHITE	78%
AFRICAN-AMERICAN.....	17%
ASIAN	5%
AMERICAN INDIAN/ALASKAN NATIVE....	<1%
MULTI-RACIAL/OTHER	<1%



Women, Infants & Children (WIC) (average month)

RACIAL BREAKDOWN

WHITE.....	72%
AFRICAN-AMERICAN.....	13%
ASIAN	10%
AMERICAN INDIAN/ALASKAN NATIVE....	<1%
MULTI-RACIAL/OTHER	5%



AGES

INFANTS	27%
CHILDREN AGES 1-5.....	48%
WOMEN	25%

GENDER

MALES	38%
FEMALES	62%

ASSESSING & RESPONDING

to community needs



COMMUNITY HEALTH ASSESSMENT

The development of the Community Health Assessment (CHA) is a rigorous process that takes more than 18 months from start to finish, and is built with the collaboration of more than 40 community partners. The CHA requires teams to examine and gather data from multiple sources, including the collection of Community Health Opinion Surveys.

The CHA development process began in September 2018 and continues into FY 2019-20. Once completed, the CHA is an invaluable resource for the community, using evidence rather than assumptions to guide improvements to our community's health. Ultimately, the CHA is our guide that allows us to know more and do better to impact the health of our community.

CATCH MY BREATH

School nurses in middle and high schools across all three Catawba County school districts implemented the CATCH My Breath program, which focuses on preventing the use of tobacco products, including e-cigarettes.

Teens are drawn to e-cigarettes because of their sleek designs, colorful cases, and kid-friendly flavors, which mask the product's

high nicotine content. By preventing children and teens from using tobacco products, we are addressing a root cause of chronic pulmonary disease through prevention.

KIDS MARATHON

School nurses teamed up with YMCA of Catawba Valley, the Hickory Crawdads, all three local school systems, and other community partners to bring nutrition and physical activity education to approximately 300 attendees of the Kids Marathon. The event encouraged development of healthy behaviors early in life to form habits that will help prevent obesity and chronic disease as adults.



SHELTER TRAINING PAYS OFF

Public Health is tasked with providing support to county Emergency Management in the case of a natural disaster or other emergency that requires setting up a shelter.

This spring's Annual Day of Training addressed concerns about what it might be like for staff to operate an emergency shelter, including what tasks might be assigned to public health. Merely weeks later, those skills were put to the test, as school nurses were called upon to staff a shelter for families displaced by flooding.

ENVIRONMENTAL HEALTH STAFF ADDITIONS

Catawba County Environmental Health finalized the hire of two additional staff members in FY 2018-19 in response to an ongoing multi-year increase in the number and complexity of inspections. One staff member was added in the Food, Lodging and Institution section, and the other in the Well and Septic section.

The Catawba County Board of Commissioners also approved the addition of an Environmental Health Administrator for FY 2019-20. The position will provide guidance to supervisors responsible for the Food, Lodging and Institution Sanitation and On-site Water Protection sections, monitors programs within each section, manages outcomes, and develops and maintains the Environmental Health budget.

Reducing Harm in Vulnerable Populations

POINTING TOWARD WELLNESS: Catawba County Public Health and key community partners served nearly 150 people at an outreach event at the Hickory Soup Kitchen in January 2019. The event, called Pointing Toward Wellness, was held in conjunction with the annual Point in Time homeless count. Public Health staff administered Hepatitis A, Hepatitis B and flu vaccines, and gave out lock boxes for medications. Our partners offered Hepatitis C, syphilis and HIV testing, connected people to appointments for Hepatitis C treatment and primary care, and provided harm reduction and foot care supplies.



DRUG USER HEALTH SUMMIT: Catawba County hosted the 2019 North Carolina Drug User Health Summit in May as a way to respond to an increase in disease burden among injection drug users. The summit focused on treating the active drug user in a compassionate and comprehensive way. A team from Public Health served on the conference planning committee. In addition, Health Director Doug Urland and several of our community partners spoke at the event.

Grants allow us to better respond to needs

GRANT PROMOTES BETTER BREAST HEALTH

Through our partnership with Catawba County United Way, a Lay Health Advisor program began in FY 2018-19 to complement the Breast and Cervical Cancer Control



Catawba County United Way

Program (BCCCP).

The Lay Health

Advisor is responsible

for outreach to minorities, especially within the African-American community and works with groups and individuals to educate women

about breast cancer and the importance of regular screening, and links women with our BCCCP program. The goal is to help increase the number of African-American women who receive screening services, as this population has an increased breast cancer mortality rate.

LIVEWELL SELECTED AGAIN FOR \$450,000 GRANT

LiveWell Catawba was selected by the Duke Endowment for three more years of technical assistance and a total of \$450,000 (\$150,000 per year) in funding, beginning in

January 2019, through its Healthy People, Healthy Carolinas initiative. This allows LiveWell to continue



LIVEWELL
CATAWBA

cultivating and sustaining evidence-based initiatives

focused on promoting healthy eating,

active living, and preventing chronic disease by building partnerships and capacity. LiveWell is looking forward to continuing the momentum it has built over the past few years in creating and supporting a culture of wellness for all people in Catawba County.

COLLABORATION SUPPORTS SCHOOL NURSES

The work of Catawba County Public Health’s School Nursing Program is made possible through collaborative support from all three local school districts, the state, the county, and especially through funding provided by Catawba Valley Health System. Without this funding, Public Health would not be able to provide services to the more than 4,500 students in our county with identified conditions that affect learning, would not be able to respond to emergency medical situations at schools, and would not be able to provide nutrition, physical activity, injury prevention and dental health classes to students.

Public Health is thankful to have



Funding at a glance:

- » In 2000, CVMC recognized the strong link between health and academic success, and partnered with Public Health by allocating funding for five school nurse positions.
- » In 2005, CVMC led a successful grant proposal for Duke Endowment funds that allowed an additional eight school nurses to be hired.
- » In 2015, CVMC doubled its contribution to the school health program to a \$1 million annual investment, allowing the additional school nurses it funds to continue making an impact on the health of thousands of students across Catawba County.

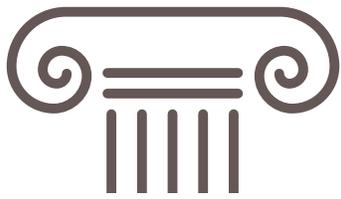
partners with the foresight and leadership to make the school health program successful. This leadership

will be felt by children and families for generations to come through improved health.

GRANT SUPPORTS NUTRITION, BREASTFEEDING EFFORTS

Women, Infants and Children (WIC) was awarded \$33,000 in grant funding to enhance operations, support a positive breastfeeding environment, and ensure a welcoming climate for our clients.

Funds were used for infrastructure changes (computers and renovations), supporting breastfeeding (upgraded breastfeeding room and visuals that portray breastfeeding) and promotion of the increased convenience of obtaining WIC services (advertising).



USING POLICY for transformation

MEDICAID TRANSFORMATION

The North Carolina Department of Health and Human Services is leading the transition of the state’s Medicaid and NC Health Choice programs to Medicaid Managed Care. Under this managed care model, selected Prepaid Health Plans (PHPs) will take on direct management of health services by contracting with care providers to deliver services to their members. Under the new model, eligibility rules will remain the same; the same health services will continue to be covered; and beneficiaries will have the opportunity to select their own plan.

Catawba County is scheduled to transition to managed care in February 2020.

TOBACCO-FREE CAMPUS POLICY

Public Health has continued working with Lenoir-Rhyne University to develop a tobacco-free policy for the university’s multiple campuses. The university adopted the new policy and implementation is

currently underway. Campuses are offering support for individuals who are current tobacco users and those who may be working toward quitting.

Tobacco use remains the leading preventable cause of death in North Carolina and the United States. There are also alarming trends in the number of youth and young adults using e-cigarette products. From 2011 to 2017, e-cigarette use increased 430% among middle school students and 894% among high school students, according to the 2017 North Carolina Youth Tobacco Survey.

What the policy says: The use of cigarettes,



e-cigarettes, cigars, pipes, hookah, smokeless tobacco, all nicotine delivery devices (excluding Nicotine Replacement Therapy) and all other tobacco products will be prohibited across all university-owned or leased properties, facilities, athletic fields and stadiums, parking lots, and vehicles.

FOSTERING COLLABORATION

& Assuring Services

SUBSTANCE ABUSE TREATMENT FOR PREGNANT MOTHERS

Catawba County Public Health has continued to work with Gaston Family Health Services and Catawba Valley Maternity Services staff to bring Medication Assisted Treatment (MAT) to Catawba Valley Medical Center-Maternity Services clients and is working to expand MAT services to other prenatal providers in Catawba County.

Positive outcomes:

Since January 2018, 50 women have been engaged in the joint MAT program. Babies spent an average of only 5 days in the NICU.

While receiving prenatal care, women in the MAT program receive medications and support from Catawba Family Care providers and behavioral health staff.

Developing babies are at an increased risk of complications or stillbirth if the mother abuses drugs during pregnancy. After birth, babies who are born to mothers in treatment experience fewer problems with withdrawals (known as Neonatal Abstinence Syndrome) and spend fewer days in the Neonatal Intensive Care Unit (NICU).

PARTNERING FOR SMILES

CATAWBA FAMILY DENTISTRY: Catawba Family Dentistry, located in the Public Health building and operated by Gaston Family Health Services, emphasizes early dental care by providing preventive services, dental education and treatment of dental issues. The clinic performed more than 4,500 visits for Catawba County children and adults in FY 2018-19.

LINKING CLIENTS TO CARE: Many of these visits were a result of the Child Health Outreach Program (CHOP), which links children in WIC with dental services and children in the dental clinic with WIC services through the work of a CHOP coordinator. The coordinator also works to facilitate visits with Catawba Family Dentistry and Catawba Valley Medical Center – Maternity Services. In FY 2018-19, the dental clinic performed more than 300 visits with prenatal clients.

TAKING DENTAL CARE TO STUDENTS: Additionally, Catawba Family Dentistry provides services to children on the Mobile Dental Unit



through outreach efforts at schools in all three Catawba County school districts, as well as summer programs. On the mobile unit, dental staff screen children and provide preventive care, including cleanings, x-rays and sealants. Should children need restorative care, they

are referred for further treatment. The mobile unit visited schools a combined 62 times and served 1,367 children.

SCHOOL HEALTH: School nurses provide dental education to show students how to develop good dental hygiene. Children who are free of dental caries and pain can focus on learning in class. Good dental hygiene learned in childhood and practiced throughout the lifetime helps children avoid chronic disease caused by dental disease as adults.



WELLBUSINESS

WellBusiness recognizes Catawba County workplaces that are committed to improving employee health and wellness. Companies meeting evidence-based work site wellness standards in the areas of tobacco control, physical activity, nutrition, prevention and screening, and policy and organizational supports are invited to apply for recognition. LiveWell Catawba recognized 25 businesses for their work toward building healthy workplaces in FY 2018-19.

LIVEWELL SCHOOLS

LiveWell Schools aims to create and support a culture of wellness in schools by utilizing a coordinated approach to promote the use of best practices for policies and environments that promote health. Part of this is accomplished through Healthy Schools Program Action Plans. In FY 2018-19, 35 out of 42 Catawba County, Hickory and Newton-Conover schools completed Healthy Schools Program Action Plans.

LiveWell also promotes CATCH (Coordinated Approach to Child Health) as a framework for creating and maintaining a healthy elementary school environment; promoting healthy eating and active living by coordinating efforts between the cafeteria, classroom, PE, and families. Seven schools implemented CATCH in the 2018-19 school year.

LIVEWELL EARLY CHILDHOOD

LiveWell Early Childhood connects early child care providers with resources and technical assistance to enable policy, systems and environmental changes aimed at improving the well-being of young children and families. In FY 2018-19, Go NAP SACC expanded to 13 total early childhood education programs in Catawba County representing more than 800 children. Go NAP SACC is an online quality improvement tool that is used to create healthier environments and promote healthy eating and active living. Support and technical assistance is provided by the LiveWell Early Childhood Work Group, a network of technical assistance providers dedicated to supporting a culture of wellness in early childhood education programs.



LIVEWELL AT WORSHIP

LiveWell collaborated with 14 local faith communities on improving the health of their congregations and neighborhoods in FY 2018-19. Faithful Families, Thriving Communities, a curriculum that includes lessons on healthy eating and physical activity strategies, took place in four faith communities. Thirteen faith communities participated in the Walk to Bethlehem, a community-wide walking challenge that encourages participants to increase the health of body, mind, and spirit in the months

and weeks leading up to Christmas.

LOCAL FOOD COUNCIL

In 2018, an interested group of partners began establishing a local food council in Catawba County. This diverse group includes private hospitality businesses, local municipalities, nonprofit organizations, Cooperative Extension, farmers, market managers, and more. The group aims to promote access to healthy, sustainable, local foods and spent most of FY 2018-19 planning and began coordination of a local food system assessment.

HEPATITIS C COALITION

The Catawba County Hepatitis C Coalition addresses the coordination of testing, treating and reporting Hepatitis C in Catawba County. The coalition continued to make progress through targeted testing events, provider outreach, and the development of a universal reporting tool that allows the group to identify local Hepatitis C trends and identify areas of opportunity.

GRANT EXTENDS SERVICES TO MORE PREGNANT WOMEN

A new state grant allowed for an additional position in the Obstetric Care Management (OBCM) program to serve at-risk pregnant women who are not eligible for Medicaid.

The addition brings staffing up to 5 full-time care managers, each of whom carry between 50-65 clients on their case load.

This expansion fills a gap in services for pregnant women and helps ensure healthy birth outcomes for both mother and child.

EMPLOYEE OF THE YEAR

In April, we recognized four individuals for their service to the organization and community through their nominations for Employee of the Year. Angie Propst, Sara Kubiak, Jennifer Sharpe and Tania Harper were all honored



at the employee luncheon during National Public Health Week. Tania Harper was selected as this year's Employee of the Year.

From her nomination, "Despite the vast amount of work related to her Quality Improvement responsibilities, Tania consistently finds ways to assist her co-workers in whatever ways that she is able. Specifically, Tania has been an invaluable resource for Public Health's clinical and operations teams related to our current and previous electronic health record systems."

COMMUNICABLE DISEASE TEAM RECOGNIZED FOR EVENT

Catawba County Public Health's Communicable Disease team was recently

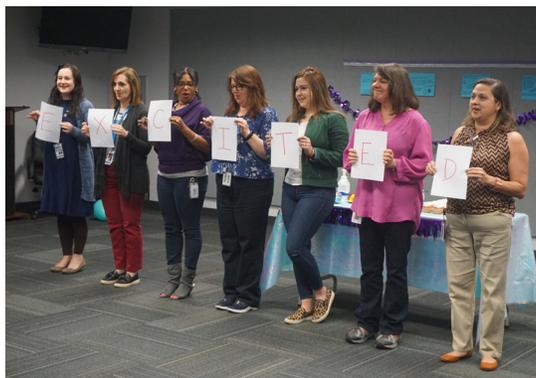


honored by the North Carolina Communicable Disease Branch with the Star Partner award. The award recognizes the work of Catawba, Burke and Caldwell counties, along with other community partners in organizing a collaborative tri-county testing and prevention event for HIV and Hepatitis C. The award was presented at the state's annual Communicable Disease

conference. The award is a tangible reminder of the power of collaboration among Public Health and our community partners.

QI PROCESS DECREASES WIC APPOINTMENT, WAIT TIMES

During a first visit in WIC, parents and children receive the benefit and expertise of interactions from multiple team members. An appointment like

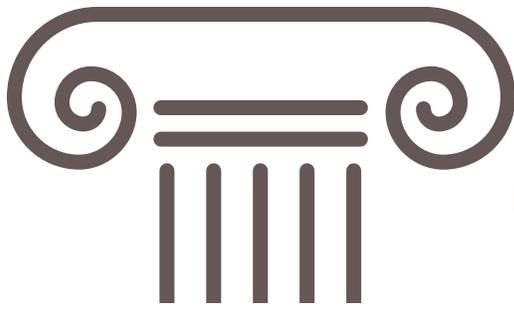


this with several hand-offs and various methods and materials can take some time. Each family has a unique and unpredictable set of challenges. With this variation, it can be tough to tackle change successfully. Even so, this team rose to the challenge.

The changes allow us to better serve our clients by reducing the average appointment time by more than 10 minutes and decreasing wait time between staff interactions, allowing us more time to focus on our clients' individual needs.

ACHIEVEMENTS & RECOGNITION





COMMUNITY IMPACT

By the Numbers

ADULT HEALTH

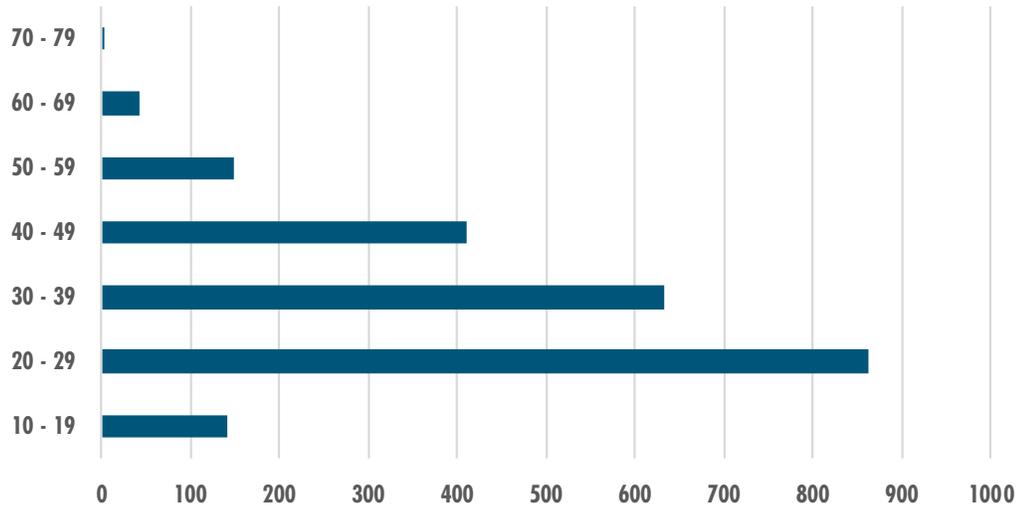
Services include family planning and birth control for teens and adults; Confidential services for teens and adults to prevent the spread of common sexually transmitted diseases; Cancer prevention services for older adult women

Number of Patients Seen

Breast and Cervical Cancer Control (BCCCP).....	194
Family Planning	867
Sexually Transmitted Disease (STD).....	1,054
Other Adult Health Services	124

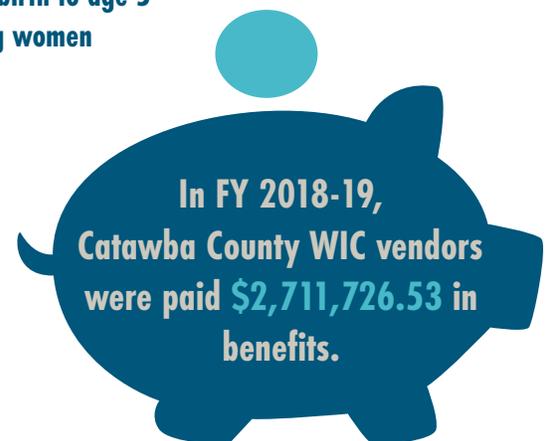
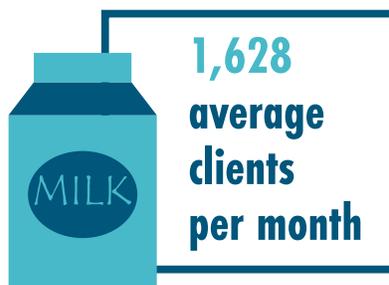
4 out of **5** patients seen for Adult Health services were female

Frequency of Patients by Age



WOMEN, INFANTS & CHILDREN (WIC)

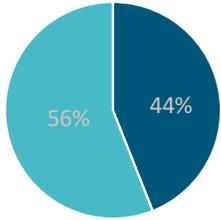
Nutrition program that serves children from birth to age 5 and pregnant, postpartum and breastfeeding women



IMMUNIZATIONS

Offers all required immunizations for children ages 2 months to 18, travel and other vaccinations for adults, and flu shots for adults and children.

Immunizations by Type



■ State Vaccine
■ Private-Pay Vaccine

476
flu shots
given



CARE COORDINATION FOR CHILDREN (CC4C)

Supports healthy development of children ages birth to 5.

Highlights

- » Worked with WIC to increase families' access to WIC services by referring 52 case managed families to WIC
- » Focused on the foster care population to ensure that children in foster care receive services according to the Fostering Perspectives NC Initiative

SCHOOL HEALTH

Ensures children in grades K-12 have access to preventive and acute health care. Nurses work in all three local school systems.

Highlights

- » Oversaw 4,555 students with chronic health conditions and provided structured case management to 1,049 of those students.
- » 33,000 students were seen in office and returned to class. 2,130 students were sent home after seeing the school nurse. 46 medical emergencies resulted in 911 calls.
- » Conducted 504 health education sessions and presentations on allergies, diabetes, personal hygiene, infection control and more.
- » Performed vision screenings for 8,843 students.



OBSTETRIC CARE MANAGEMENT (OBCM)

Connects pregnant women with resources during pregnancy and after childbirth to help ensure healthy birth outcomes

- » Worked with WIC to increase pregnant women's access to WIC services by referring 27 case managed women to WIC

EARLY CHILDHOOD SUPPORT TEAM

Provides health services to children, staff, and families in child care centers



Vehicle Safety

Participated in 27 child safety seat clinics and provided 402 parents with education on how to use child safety seats properly.

Highlights

- » 1,203 children learned about healthy habits and behaviors such as nutrition, physical activity and dental hygiene in 40 classes.
- » 783 child care staff were trained in more than 126 classes on health and safety of children in the child care setting.
- » Impacted 1,874 community members in 52 trainings and presentations.

ENVIRONMENTAL HEALTH

Provides inspection and plan review services to ensure clean water, sanitary septic services, and work with facilities and restaurants to encourage the use of procedures that protect the public from illness.

Inspections

Total Number of Establishments to Inspect: 1,027
Inspections Completed: 2,076



Lead Exposure Investigations: Environmental Health Specialists completed 4 in FY 2018-19.

Complaints

» Food Service	72	» Mosquitoes	3
» Institutional.....	2	» Rodent	0
» Lodging.....	1	» Well	1
» Pool	0	» Roach	3
» Septic.....	75	» Tattoo	1
» Bed Bugs	7	» Smoking Educational Letters	3

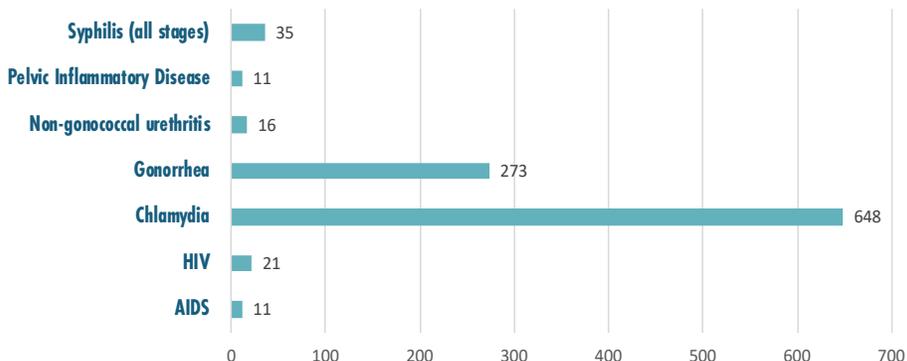
COMMUNICABLE DISEASE

Monitors disease reporting, and provides management and treatment of communicable diseases (including tuberculosis)

Reported as January 1 through December 31, 2018

Total # of CD investigations: 1,670

2018 Sexually Transmitted Infections

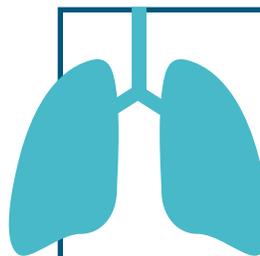


Rabies: In 2018, there were **238** incidents reported to public health and there were **10** instances of Animal Control confirmed rabies cases, with some coming in contact with pets and humans.

HIV & AIDS: There was an increase in HIV cases this year.
Syphilis: The syphilis incidence rate has continued to rise for the past three years.

Hepatitis

- Hepatitis A** 1
Food and water borne
- Hepatitis B (acute)** 9
Blood, body fluid (first 6 mo. after exposure)
- Hepatitis B (chronic carrier)** 18
Persists after 6 months, causes liver damage
- Hepatitis B (perinatal acquired)** 4
Blood, body fluid (spread from mother to child at birth)
- Hepatitis C (acute)** 1
Spread by infected blood (first 6 mo. after exposure)
- Hepatitis C (chronic carrier)** 289
Persists after 6 months, causes liver damage



Influenza: There were **6** reported influenza-related deaths in Catawba County in the 2018-19 flu season (October 2018-June 2019).

Tuberculosis:
 FY 2018-19 Encounters: **333**



catawba county
 public health

MAKING. LIVING. BETTER.

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