



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

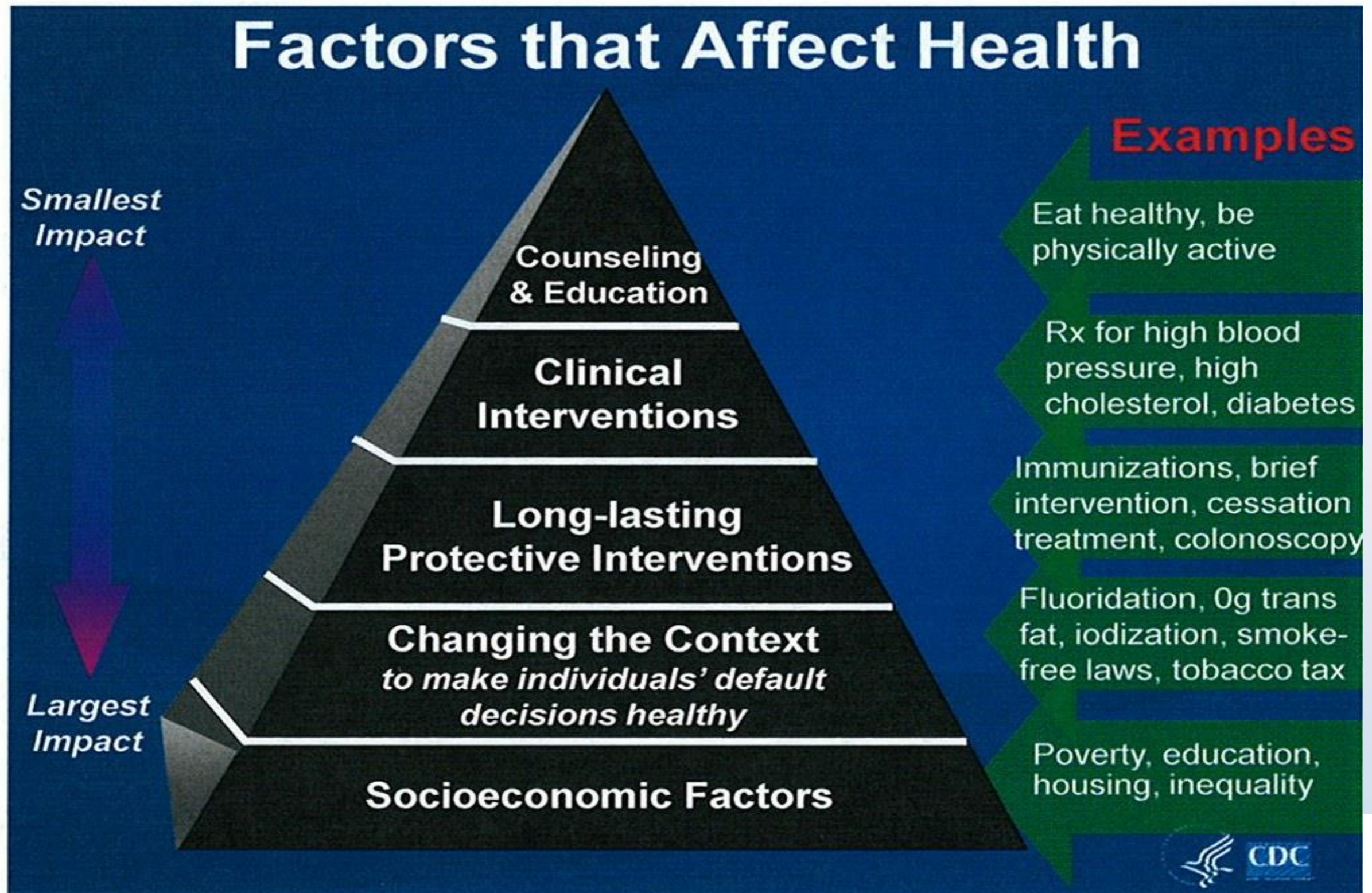
ASSURANCE

- 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

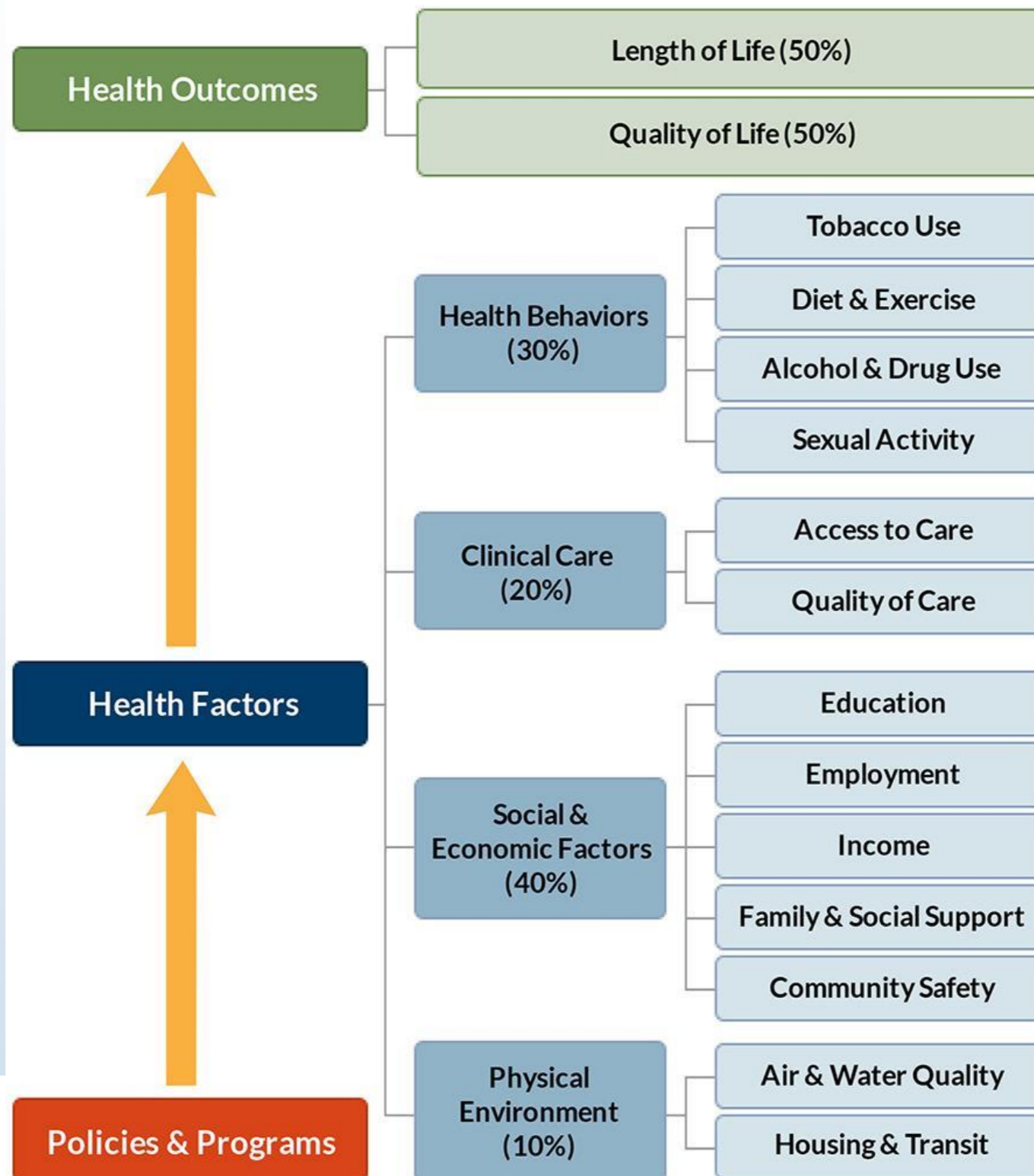
Source: Centers for Disease Control and Prevention (CDC)



Health Impact Pyramid



County Health Rankings Model





Public Health

100 Years of Service ★ 1913-2013



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





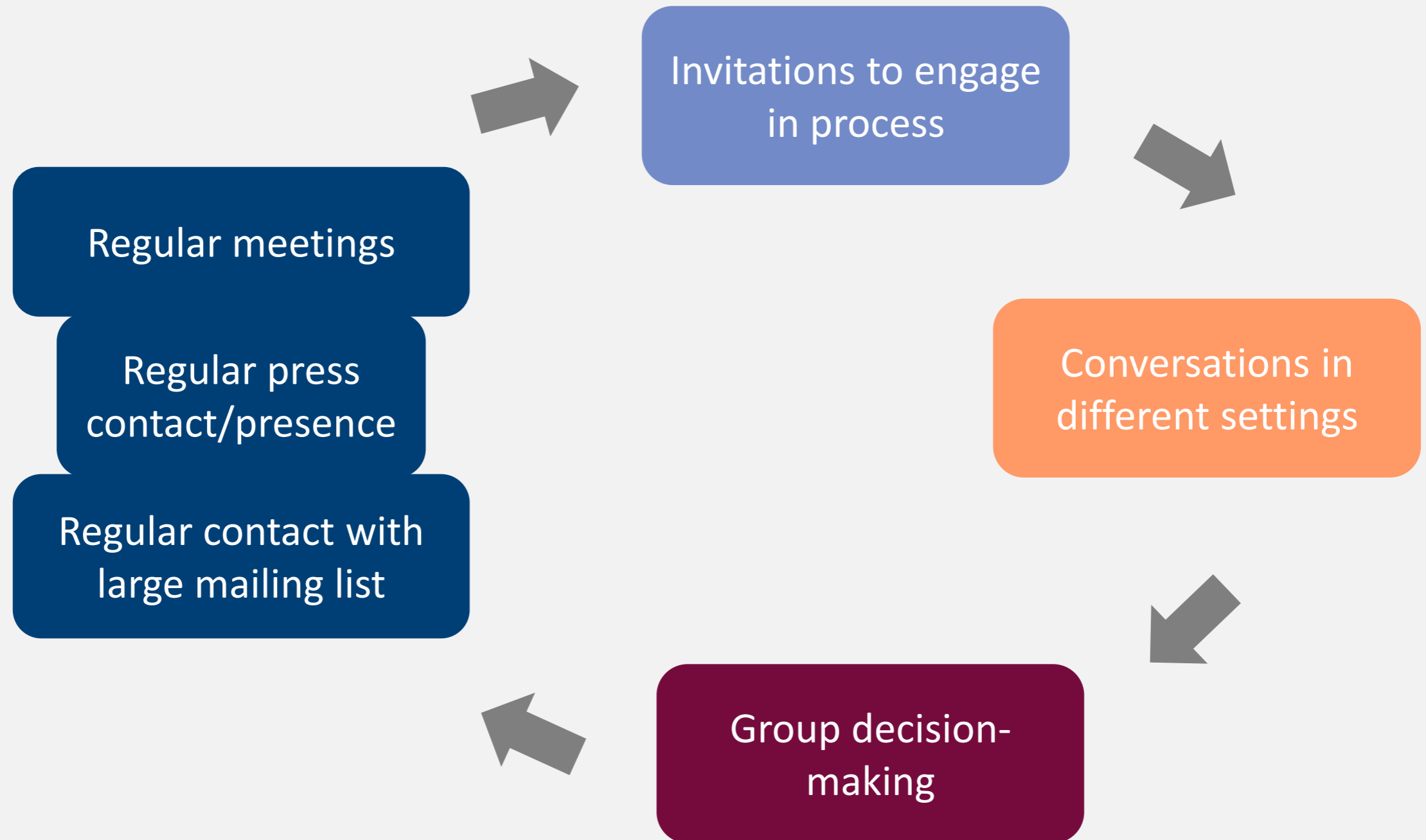
Public Health

100 Years of Service ★ 1913-2013



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

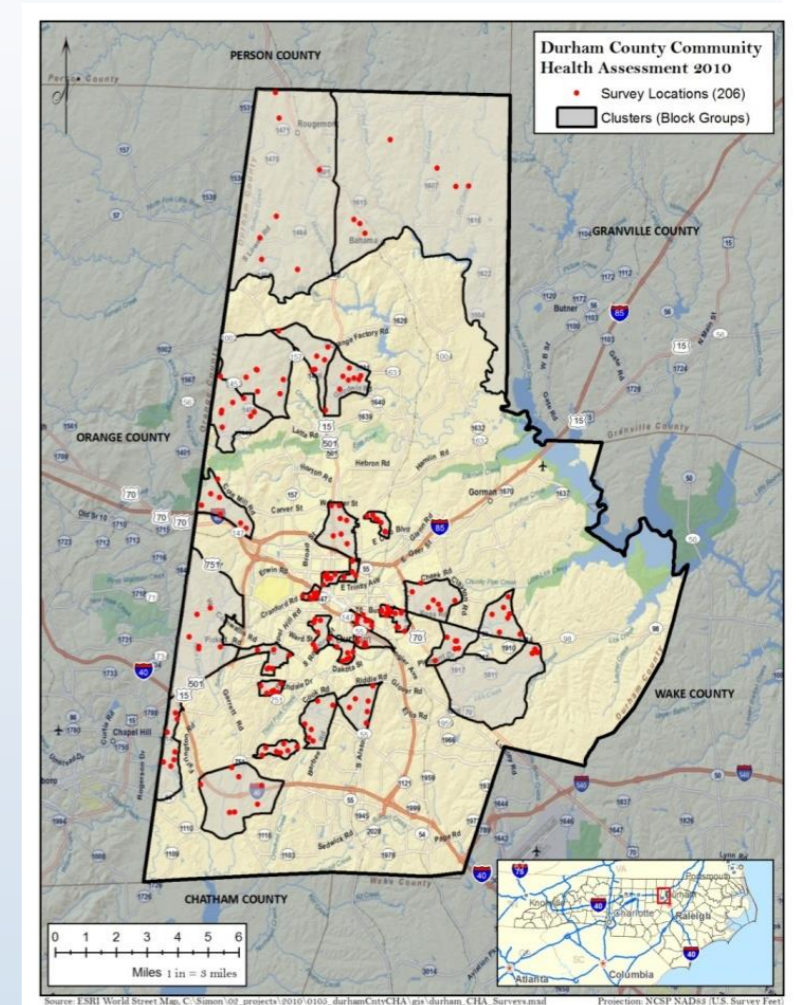
- Engages organizations, agencies, and community members
- Informs action plans, funding requests, and programs



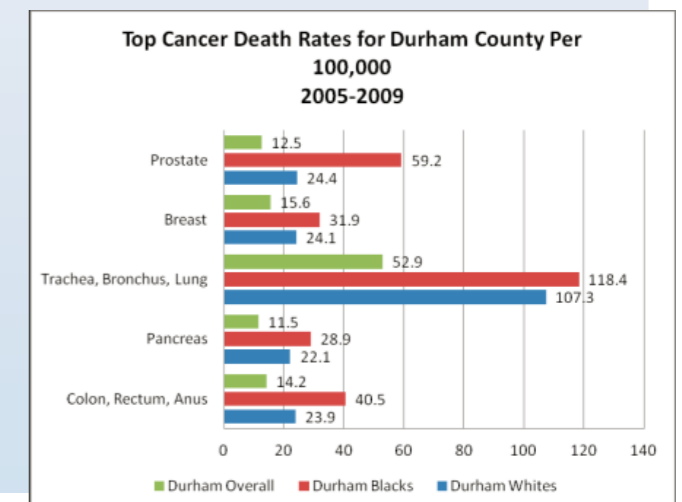
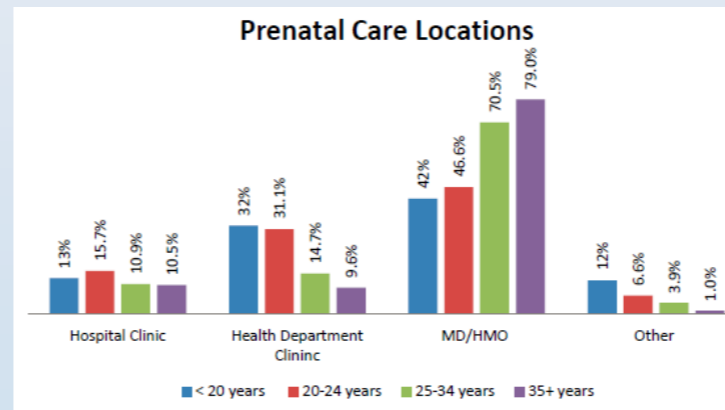
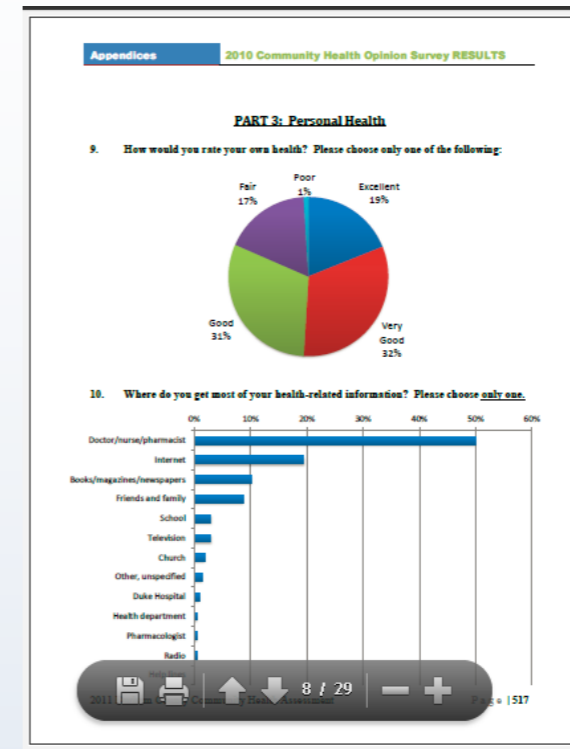
HEALTHY CAROLINIANS

Community Health Assessment

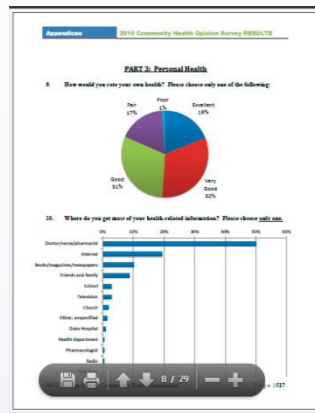
- NC Division of Public Health requirement
 - At least every four years
 - Part of Health Department accreditation
 - Healthy Carolinians initiative
- Affordable Care Act requirement
 - Every three years
 - Non-profit hospitals



CHA process: collect data



CHA process: use data to set priorities

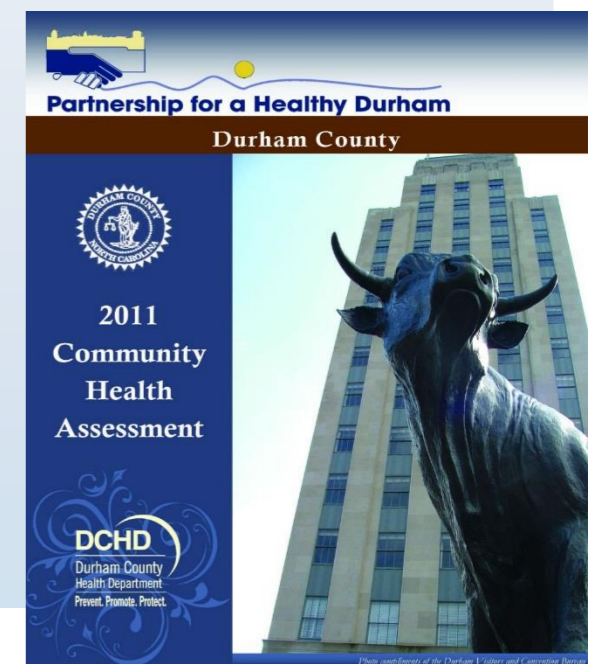


Partnership for a Healthy Durham, 2012- 2014 health priorities:

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

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

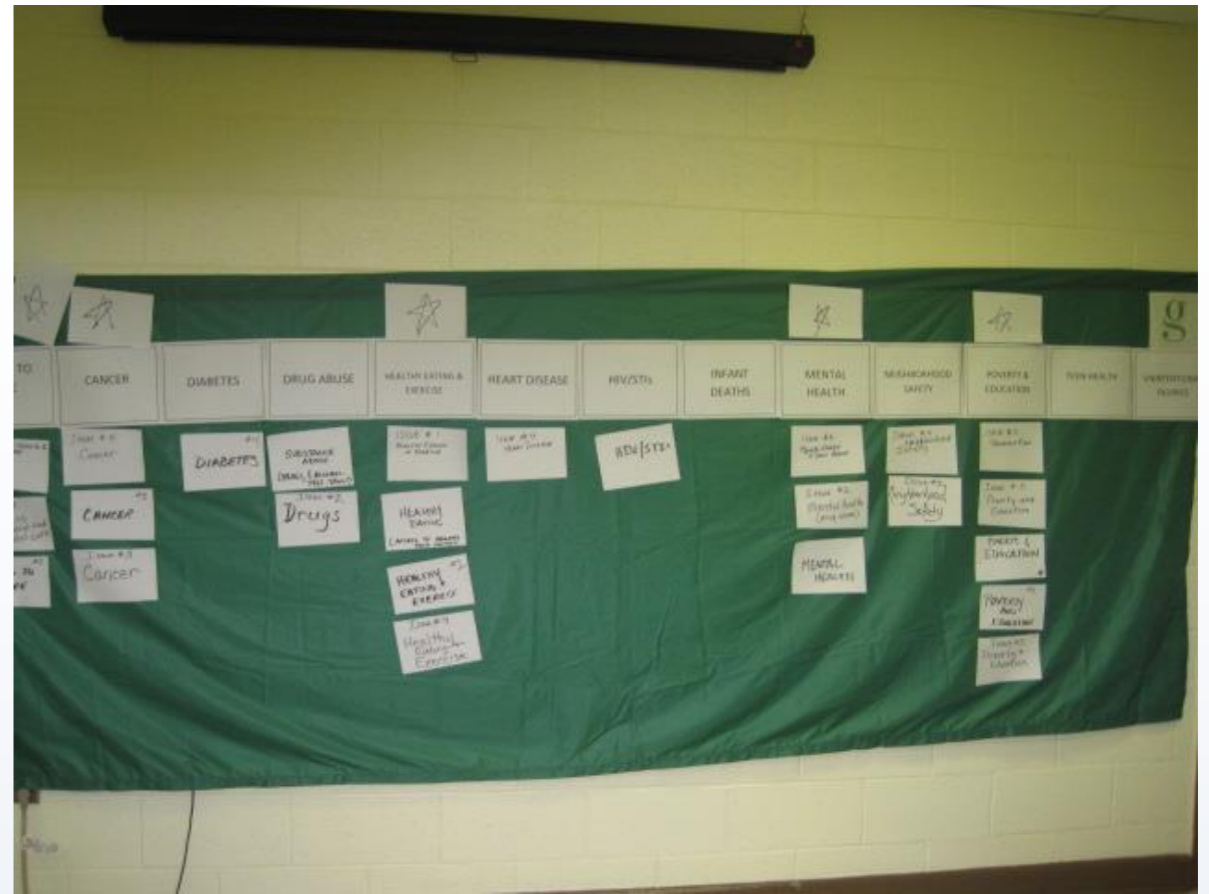
Top 13 Durham Health Priorities	Healthy NC 2020 Objectives	Top community issues from survey	Top causes of death
Access to medical and dental care	Uninsured / Oral health	Healthcare: Access	All Cancer
Cancer	Cancer - colorectal	Cancer	Diabetes Mellitus
Diabetes	Diabetes	Diabetes	Assault / Homicide
Drug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



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





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 opioid 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

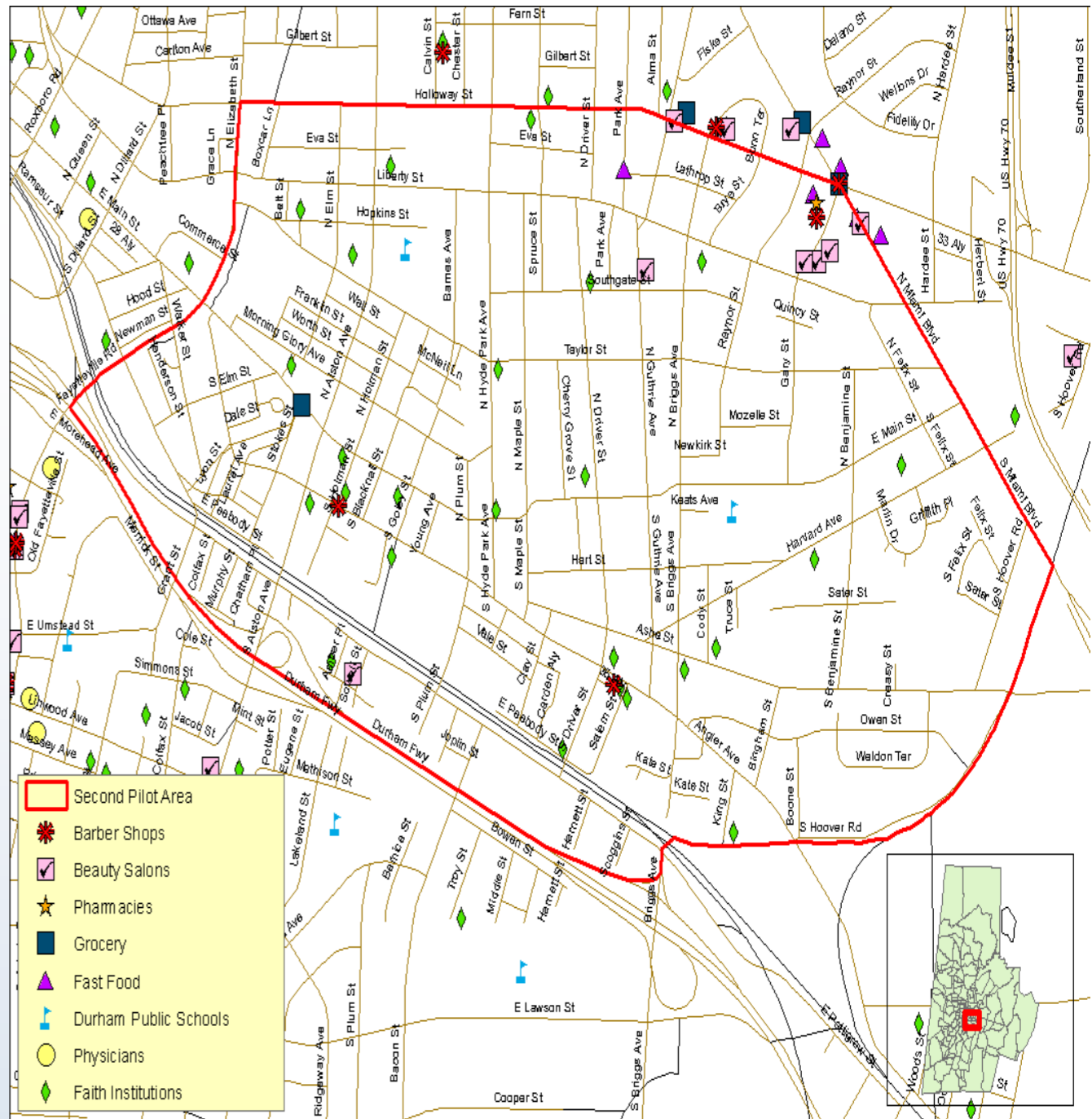
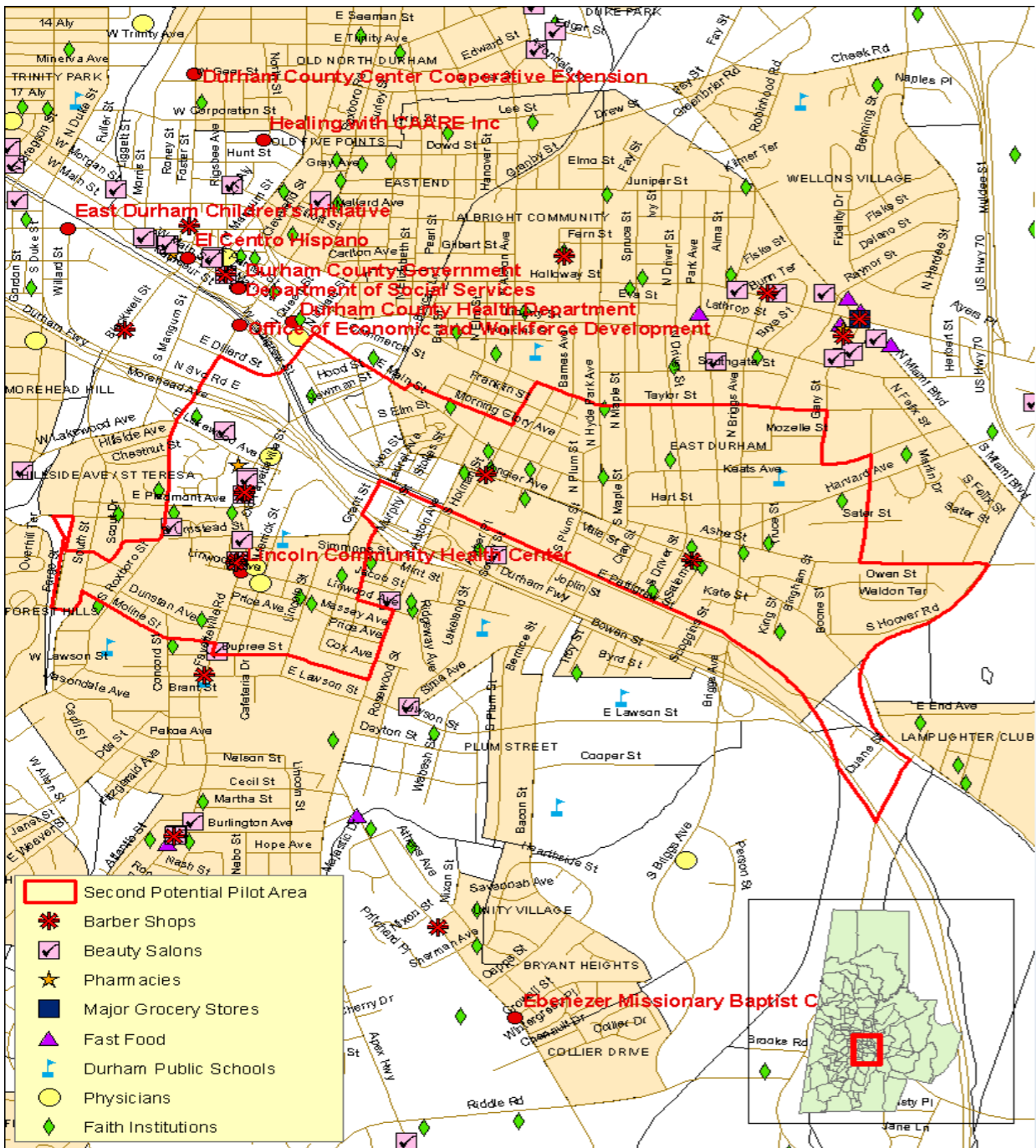
Lower Intensity

**Multidisciplinary
Home Care Team**

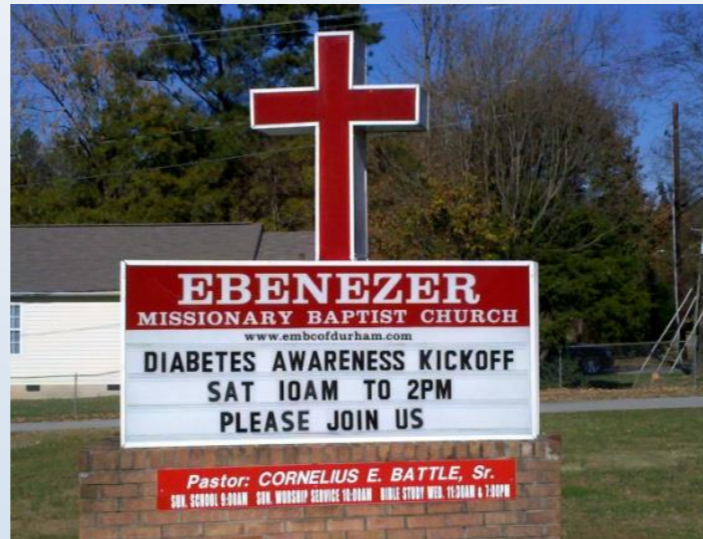
**Effective Clinic Based Care
Coordinated and Connected**

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





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



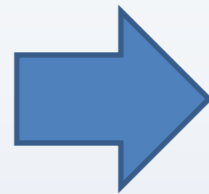
Board of Health Smoking Rule

- 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



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

Thoreau, Walden, 1849

DURHAM COUNTY HUMAN SERVICES COMPLEX