

# **Lincoln County**

# **Public Health Division**

*2016 Annual Report*



Prevent. Promote. Protect.

# Table of Contents

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Message from the Director	3
Mission, Vision, and Guiding Principles	3
Strengthening Our Foundation: Quality Improvement Within Public Health	4
Who is Public Health?	5
A Look at the Numbers	8
Public Health Snapshot	11
Closing Statements	15

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**Message from the Director:** Welcome to the second annual report on the State of Public Health for the Lincoln County Board of Health. Building a modernized Public Health (PH) system has been a priority in 2016. A modern Public Health Department leans more into population-based health and away from individual health care. Since so many more people have health insurance, they don't need to rely on PH to get their shots or sexually-transmitted infection testing and treatment; they can go to their primary care providers. This gives PH an opportunity to dispatch more staff out into the community to assure good quality care is happening and PH laws are being followed by partners. It also offers some challenges like how to pay for the work PH does now when not providing clinical care. In the 2017 Legislative Session, our representatives will be wrestling with these questions and hopefully will help fund Oregon moving forward with a modern Public Health system.

This report reviews all public health services that are provided in accordance with statute, highlights some of our achievements in 2016, recognizes quality improvement and introduces you to a PH workforce that is becoming increasingly more competent and experienced to meet the demands of our community.

The threat of emerging diseases, rising chronic disease rates and the desire to bring down the cost of health care through disease prevention and health promotion is what drives our department. We know we cannot do this alone and part of our job is to partner with our community agencies, Coordinated Care Organization, hospitals, schools, local government, and the State to accomplish our goal of building a healthier community.

*Rebecca Austen, RN, MSN, Public Health Division Director*

## Mission

Lincoln County Public Health, in collaboration with our community partners, provides leadership to assure the conditions for healthy communities.

## Vision

A thriving community of active, healthy people of all ages, abilities and cultures who are living, learning, working and playing together in a safe environment.

## Guiding Principles

**Respect:** We honor the dignity and diversity of all people regardless of sex, race or ethnicity, age, language, religion, national or social origin, physical or mental disability, health status, sexual orientation or civil, political, or social status.

**Honesty:** We serve our community in a manner that is truthful and allows for transparent processes and decisions in order to be accountable to those we serve.

**Collaboration:** We strive to work as a team within Public Health and with community partners in order to achieve our vision.

**Compassion:** We serve the community in a caring and supportive manner that seeks to prevent and resolve the issues that contribute to poor health outcomes.

**Trust:** We strive to build confidence with our community and clients through the use of evidence-based practices and demonstrated success.



# Strengthening Our Foundation: Quality Improvement Within Public Health

The introduction of systematic Quality improvement (QI) across Public Health started in 2015 with the Division's move to become accredited. As such, Public Health is engaged in a culture of learning across all levels of the organization.

In 2016, Lincoln County Public Health continued its efforts in improving overall organizational performance through the implementation of a performance management system. This had been identified in the Public Health Strategic Plan as a key strategy for improving organizational performance.

The performance measures are based on the contractual standards for each public health program and each program will utilize baseline data to determine the specific rates of improvement. These standards will provide a basis for identifying QI projects. For example, Immunizations created a performance standard based on reducing the number of children excluded from school due to missing vaccines. More information on this project is found on page 12.

In charge of monitoring this process, the Q-Collective, a committee made up of public health staff members and managers from each of the four Public Health sections, meets monthly to collaborate and build a culture of continuous quality improvement throughout the organization. They have accomplished this by providing trainings, resources, and structures for quality improvement efforts.

This includes the creation of a bi-monthly newsletter dedicated to informing the Public Health workforce of ongoing Q.I projects, implementing at least two staff Q.I trainings each year, and establishing the use of Q.I tools such as a Plan, Do, Study, Act, (PDSA) cycle to address and solve issues within individual programs. These steps have been implemented to train staff of the important role quality improvement processes play in improving the overall efficiency of Public Health programs.

PUBLIC HEALTH PERFORMANCE MANAGEMENT SYSTEM



## Modernized framework for governmental public health services



## Who is Public Health?

**Board of Health:** The Lincoln County Board of Commissioners (BOC) serves as the Board of Health (BOH) for Lincoln County in accordance with ORS 431.410. They shall appoint a Public Health Administrator, Cheryl Connell and a Health Officer, Dr. David Long. They may also appoint a Public Health Advisory Committee.

**Public Health Advisory Committee:** The Public Health Advisory Committee serves to advise, review, and guide the BOH and the Public Health Department. The Public Health Advisory Committee meets monthly and has been responsible for leading major initiatives related to county health efforts. The Public Health Advisory Committee regularly reviews how the agency is performing and reviews the Public Health Annual Report before the report is submitted to the BOH.

**Prevention Section:** Public Health prevents illness by addressing the risk factors that can cause illness. Prevention work in Lincoln County focuses on families and young children because the first few years of life have proven to have a significant impact on the health of a person later in life.



Home Visiting: Public Health offers at least one home visit to every new and expectant parent in Lincoln County. Home visiting staff can provide information on child development, nutrition, how to find a primary care provider, and can connect clients with resources. Home visiting is provided through: Nurse Family Partnership, Maternity Case Management, Babies First!, CaCoon, and Parents as Teachers.

Women, Infants, and Children (WIC): WIC is a supplemental nutrition education program that helps families to make healthy food choices and improve lifetime nutrition in targeted populations. The program provides WIC and electronic WIC vouchers/debit cards to purchase healthy foods, provides breastfeeding help, and extra foods for moms who are breastfeeding.

**Promotion Section:** Public Health aims to promote the health of the population by improving everyone's ability to engage in healthy behaviors. Through community education and policy work, Health Promotion addresses behavioral factors (like smoking, exercise, and diet), social factors (like shared health habits of families and friends), and environmental factors (like sidewalks, parks, and reducing exposure to second-hand smoke) that influence health. Health promotion currently works in the following areas:

Tobacco Prevention & Control: Raises awareness in the community about the harms of new products, how the tobacco industry uses marketing tactics that appeal to youth, and works to increase the number of tobacco-free indoor and outdoor properties.

Mental Health Promotion: Utilizes community trainings and educational materials to increase the awareness of trauma and its lifelong impacts and how service providers and community members can work with those who have experienced past trauma.

Addiction, Substance Abuse, & Problem Gambling: Addresses multiple risk factors and protective factors using strategies including public awareness campaigns, partnerships with schools and other entities to provide education and information, public policy development, and assessments of community needs.

Colorectal Cancer Screening: Uses community education and collaboration with local clinics to educate the public on the importance of regular colorectal cancer screenings and to increase screening rates.

### **Protection Section:**

Drinking Water, Solid Waste, & Facility Inspections: Environmental Health ensures proper sanitation to prevent the spread of disease. This is done by:

- assuring that public drinking water is in compliance with the Safe Water Drinking Act,
- routinely inspecting and licensing food service, schools, organizational camps, day cares, swimming pools and spas, and traveler's accommodations for safe practices and sanitation standards, and
- working to reduce solid waste accumulated on properties.



Vital Statistics: Vital Statistics services include registration of all births and deaths in Lincoln County. Vital Records are tracked as a means of gauging health markers.

Emergency Preparedness: Develops and implements practices and protocols to prepare for and respond to major, sudden threats and emergencies that affect the health of citizens and visitors of Lincoln County. This includes:

- ensuring sufficient health resources are available, and
- training health care providers to prevent, respond to, and recover from public health incidents.

The program also identifies strategies to address the needs of higher risk populations, such as those with a disability, and ensures the capacity to manage and support displaced populations.

Immunizations: Lincoln County Public Health works in partnership with the school district, School Based Health Centers, and the Federally Qualified Health Centers to ensure that immunizations are up to date for infants, children, and adults.

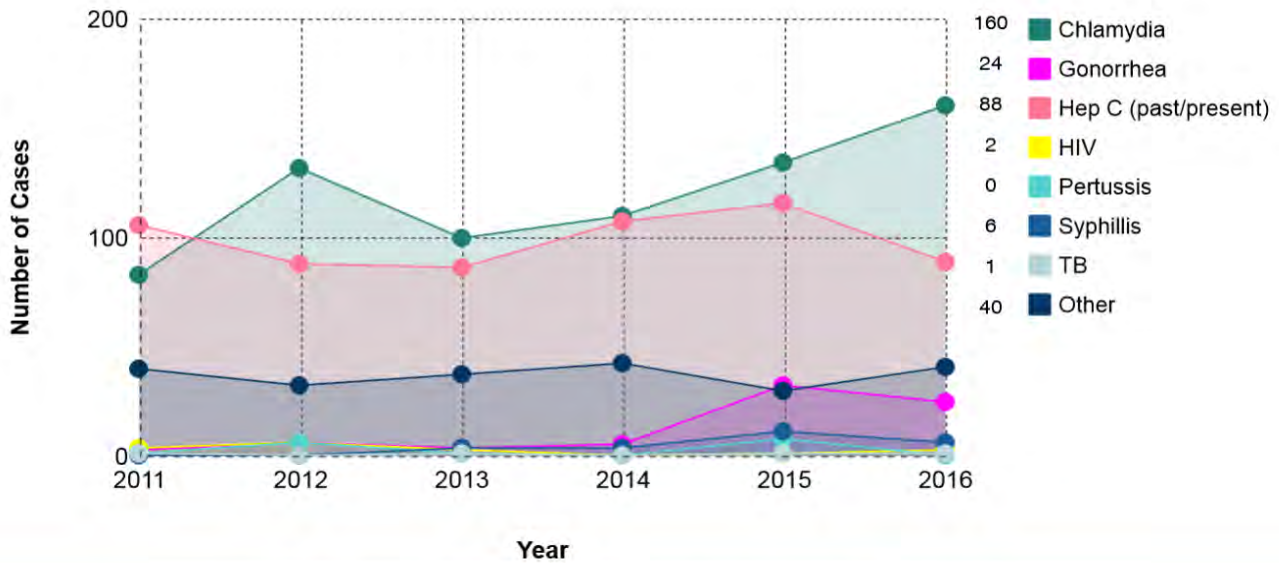
Communicable Disease: The Communicable Disease program identifies, monitors, and reports all diseases of public health significance as described by Oregon Health Authority Guidelines. This process includes

- contact investigations
- notifying partners
- testing
- treatment to limit the spread of disease.



# Communicable Disease (CD)

## CD Annual Statistics 2016



# Health Promotion

## Tobacco Prevention



**4**  
Freedom From Smoking Classes Provided

**98**  
Calls to the Oregon Tobacco Quit Line in Lincoln County

## Mental Health First Aid



**6**  
Mental Health First Aid Classes Provided

**139**  
Community Members trained in Mental Health First Aid

## Substance Abuse Prevention



**3**  
Focus Groups Conducted on Prescription Drug Abuse Among Youth

**3**  
Participated in 3 Community Marijuana Education Panels

## Colorectal Cancer Screening



**7**  
Clinics Provided with Screening, Referral and Education Materials

**3000**  
Brochures and Posters Distributed to Clinics and Community Organizations

# Women, Infants & Children (WIC)

## In Lincoln County



**4,926** Total number of contacts WIC had with participants

**2,044** Total number of women, infants, and children who participated in WIC

**49%** Percentage of pregnant women served by WIC

**94%** Percentage of infants participated in breastfeeding initiation

**\$708,878** Total dollars spent by WIC participants at local WIC retailers for healthy foods

# Environmental Health (EH)

\*Not every family chooses to receive their child's birth certificate at the time of their birth



**117**

Animal Bites

**157**

Birth Certificates issued out of 369 births



**604**

Licenses issued for restaurants, tourist accommodations, camps, pools, spas, and RV parks



**1,205**

Inspections completed for restaurants, tourist accommodations, camps, pools, spas, RV parks, and schools



**511**

2,609 Death Certificates issued out of 511 deaths



**19**

Solid Waste Investigations

# Immunizations

609

Flu Shots  
Administered by  
the Public Health  
Clinic



167

Students with non-  
medical exemptions out  
of 6336 students

40

Students excluded from school this year  
compared to 62 last year

## Maternal & Child Health (MCH)



423

Total Births in Lincoln County

900

Total MCM and NFP Visits

1,142

NFP/Babies First Visits

119

NFP/Cacoon Visits

\*#'s from July 2015 - June 2016

## Parents as Teachers (PAT)

11 Families  
23 Individuals

17 Families  
43 Individuals

20 Families  
49 Individuals



November  
2016

December  
2016

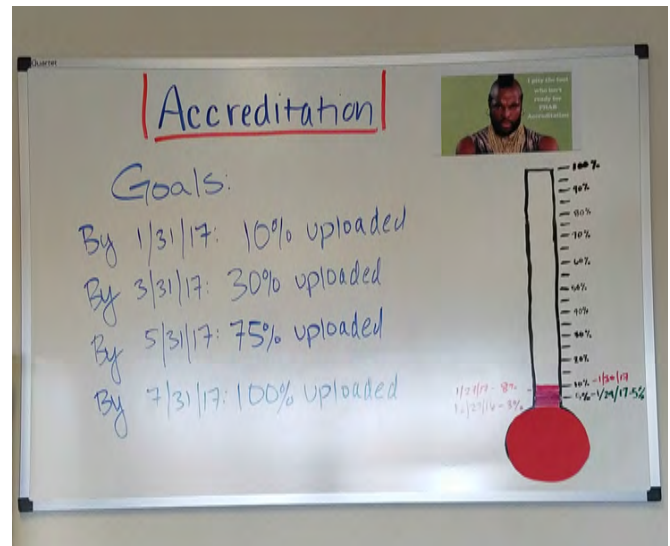
January 2017

2017

# Public Health Snapshot

## Public Health Accreditation

In 2016, Lincoln County Public Health completed the first step in pursuing public health accreditation by submitting their application to the PHAB board. Next, Nicole Fields, the Accreditation Coordinator and Rebecca traveled to Washington, DC to attend a PHAB training. Armed with newfound knowledge and expertise, they returned and began the process of creating and submitting required documentation.



This process involves selecting documentation which showcases how our public health department adheres to the standards and measures required for national public health accreditation. By the end of July 2017, the accreditation team hopes to have 100% of the required documentation submitted. Once this is accomplished, Lincoln County Public Health will enter the final phase of the PHAB process, the site visit. If public health passes this stage, then accreditation will be a reality!

## Mental Health First Aid

Mental Health First Aid is an 8-hour curriculum course which teaches someone how to properly help an individual who is developing a mental health problem or experiencing a mental health crisis. Health Education Specialists Samantha, Jessica, and Jennifer are all certified Mental Health First Aid Instructors. In their class, they teach participants foundational skills to identify, understand, and respond appropriately to signs of mental illness and addiction until the individual can get appropriate treatment.

Since their certification, they have trained 139 community members. With this knowledge, participants are more capable of helping an individual in distress while simultaneously reducing the stigma surrounding mental health disorders. This is especially important within Lincoln County.



## Immunization Program

Every year, students are excluded from public and private schools, preschools, Head Start, and certified child care centers for either not getting vaccinations or being out of compliance with non-medical exemption requirements. Parents that choose not to vaccinate must have a consultation with their primary care provider or watch an online educational video to be in compliance with non-medical exemption requirements.

Annually, public health sends letters to all schools reminding them of school immunization law requirements. It is public health's goal to continually decrease the exclusion rate, enabling students to stay in school so fewer children fall behind academically and allow parents who utilize childcare to attend work.

In 2015-2016 the student population was 5301 and 61 students were excluded from school for being out of compliance. Exclusion rates have improved for the 2016-2017 school year with the student population being 6336 and 51 students being exempted from school for non-compliance.



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## Communicable Disease (CD)

In 2016, Lincoln County was hit by a total of 9 gastrointestinal outbreaks. The cause of these outbreaks varied, ranging from Norovirus Type II to the Astrovirus. These viruses spread to long term care facilities, schools, and shellfish distributors. In order to contain these outbreaks, CD sprang into action by beginning an investigation at the affected sites by performing inspections. From there, they compiled human specimens to determine exactly what caused people to get sick.

After the disease source had been identified, CD implemented interventions to control the spread of the outbreak such as educating those involved on how to kill specific viruses. (Bleach solution..etc) Additionally, they enforced that all those affected be quarantined for 48 hours to inhibit the continual spread of the virus, leading to the end of the outbreak.



## Environmental Health (EH)



In 2016, the Environmental Health department was short-staffed after the departure of two full-time inspectors. Amy Chapman, the Program Manager, inspected facilities after hours and worked diligently to train a new Environmental Health Specialist Trainee, Helen Larish.

## Women, Infants & Children (WIC)



Over the course of 2016, WIC consistently scored in the Top 3 among counties in Oregon for breastfeeding initiation. Last quarter, 97% of infants enrolled in WIC participated in their breastfeeding program.

Additionally, in August, the department was able to hire an experienced Registered Environmental Health Specialist, Kaline Chavarria. The team's hard work and dedication to the community made it possible for the department to complete all required inspections on time.

The Environmental Health department inspects food service establishments twice each year to help ensure the community is safe from food-borne illnesses. Each inspection is an opportunity to educate food service employees about the important role they play in protecting our community. Department staff are also available to the community to answer questions regarding safe food handling practices and to respond to reports of possible food-borne illnesses.

In order to maintain this high percentage, the WIC team is constantly making it a priority to help women who are experiencing issues while breastfeeding. If a client calls in with a problem, WIC can provide them with breast pumps, food assistance, and breastfeeding consultations.

If the client lacks the resources to travel to the clinic, WIC in collaboration with MCH, will send a nurse to the client's house. This is extremely important in maintaining and helping current clients.

WIC also conducts follow-ups on client visits to ensure that the problem was resolved and offer any necessary follow-up services. Their work helps ensure that every mother and infant has access to breastfeeding services.



## **Maternal and Child Health (MCH)**

In 2016, MCH prepared to expand their programs by rolling out a new evidence-based program called Family Connects! This new program will greatly increase the team's capacity to serve the residents of Lincoln County.

Family Connects is a unique evidence-based, universal approach to supporting newborns and their families. Using a tested screening assessment tool, Family Connects assesses family strengths and needs in order to link families to community resources.

After budget approval, Neena, a Community Health Nurse, and Shelley, the MCH program manager, attended a Family Connects training in North Carolina where they learned the logistics of the program as well as how to implement it into their existing practices.

## **Parents as Teachers (PAT)**

In late 2016, Home Visiting shifted towards a new evidence based program called Parents as Teachers. Implemented in November, this program promotes optimal early development and health of young children by supporting and engaging their parents and caregivers.

Now the PAT team can visit families with children between the ages of 0-4 and enroll them in the program. Additionally, PAT began to offer classes and family sessions at Newport, Waldport, and Lincoln City libraries to help foster community relationships between enrolled families.



This required that all MCH and NFP nurses be trained in this curriculum.

In partnership with Linn and Benton Counties, MCH hopes to begin Family Connects in early 2017. Additionally, this collaborative effort will be the first on the west coast to provide this program!

Since its implementation, the number of families and participants in these group sessions has continued to increase, due in part to the hard work of Danny, Maureen, and Beatriz who make up the PAT staff.



# Closing Statements:

## The Path Forward

These are uncertain times for health care in the U.S. However one thing is certain, we need to reduce the costs of health care by investing in protecting, promoting, and preventing disease and injury. We also need to think of public health as an extension of our public safety system. When we advocate for policies that protect vulnerable populations from exposure to second-hand smoke and tobacco marketing, or teach parents the importance of bonding with their children and pursuing dreams that strengthen families, we reduce the work of law enforcement, jails, and courts. All of this contributes to lower costs for local government. This could be the year that appropriate investments in long term health improvement and therefore reduced health care costs happen. One way or another, Lincoln County Public Health, in collaboration with our community partners, will provide leadership to assure the conditions for healthy communities.

