South Heartland Annual Report 2011-2012

South Heartland’s Vision:

Healthy People in Healthy Communities

Inside this Report:

Welcome from the Board President and Executive Director 2
SHHDH Studies our Communities 3
Public Health Surveillance and Disease Investigation 4
Community Partnerships 5
Healthy Lifestyles and Making Healthy Choices 6
Linking People to Services 8
Partnering for Public Health 9
Enforcing Laws; Training Public Health Workforce 10
Annual Financial Report 11
Board of Health Members & Staff Directory 12
Greetings! I would like to express my heartfelt appreciation to the many individuals and community partners who have given the gift of their time to SHDHD over the past year. The health department launched into a comprehensive community needs assessment in November 2011, using a framework called the MAPP process (Mobilizing for Action through Planning and Partnerships). Assessment is one of our core functions and, through assessment, we reach a better understanding of the health issues facing our communities. It also serves as the basis for our longer-term planning with the community and leads to the development of a Community Health Improvement Plan. Many of you are participating in some aspect of this process with us. Thank you for helping us as we strive to reach our vision of “Healthy People in Health Communities.”

Peggy Meyer, LIMHP, Board President

I like this quote from Studs Terkel. We have many individuals in our South Heartland communities who have done just that: claimed their communities and rolled up their sleeves to make them even better. In March 2011, South Heartland celebrated “10 Years and Counting”, marking the anniversary of an agreement between Adams, Clay, Nuckolls and Webster counties to found this district health department. As part of that celebration, we recognized some of our local public health heroes who prepared the way (Pam Kearney, Judy Reimer), set us in motion (Joyce Crawford), or who continue to impact our local public health through their gifts of time and innovative community health projects (Dr. Jessica Meeske). And we know there are more of you who deserve the label “hero” for your commitment to our communities. Thank you for all that you do!

Check out the following pages to learn about SHDHD’s programs and what we are doing with our partners to reach our vision of “Healthy People in Healthy Communities.”

Michele Bever, PhD, MPH

South Heartland’s Mission

The South Heartland District Health Department is a combined health district dedicated to preserving and improving the health of the residents of various municipalities and townships within Adams, Clay, Nuckolls, and Webster Counties. Our mission is to provide those services mandated by statutes of the State of Nebraska in a courteous, efficient and effective manner within the limits of sound economic responsibility. Through interaction with other community agencies and leaders, the Board and staff will determine which public health services are needed and how that need may be met and financed. The Board will conduct continuing review of these activities to judge their effectiveness and continued need.

New Board Members

Derek Clark
Nuckolls County
Public-Spirited Representative

Phyllis Salyards, MD
Medical Representative

Michelle Oldham
Adams County
Public-Spirited Representative

FY 2010 At a Glance from the Executive Director

Heroes are not giant statues framed against a red sky. They are people who say: This is my community, and it is my responsibility to make it better. Interweave all these communities and you really have an America that is back on its feet again. I really think we are gonna have to reassess what constitutes a 'hero'.

~ Studs Terkel

Phyllis Salyards, MD
Medical Representative
SHDHD Studies our Communities...

“How do you feel?” asked the public health doctor.

“How do you feel?” asked the public health doctor, “Are there any things bothering you today?” The Community was in the exam room, perched on an exam table, for its regular physical. The public health doctor, stethoscope in hand, was listening intently and observing signs and symptoms.”

“Well, I feel pretty good overall,” said the Community. “People think this is a good place to live and raise their families. Also, I wasn’t hit as hard by the recession as some areas of the country were. However, my population has declined a little in some locations since the last census. And, as you can tell, my population’s getting older.” The public health doctor jotted some things down in the Community’s chart.

“What else?” asked the doctor. “Well, I seem to be having more problems with nitrates in my water and some of my rural areas have difficulty accessing things like mental health care services, fresh fruits and veggies, or convenient appointment times with health care providers. Also, I haven’t been so good at maintaining a healthy weight, but more of my employers are offering worksite wellness programs.”

“That’s good,” said the doctor while adding more notes to the chart. “As you know, we ran the standard tests, the ones we always do at your 5-year exams, to see what’s changed since last time.”

“You’ll recall that we began this set of tests about a year ago. First, we ran the public health system assessment to look at how your system is working overall and, after that, we took the pulse of each of your counties to find out what specific trends they are experiencing.”

“Next, we took some samples for analysis to get your numbers and see how you compare with the state and nation. That’s helping us to understand the details of your population, your most common risk factors and chronic diseases, your environmental hazards, and how well your population accesses health care.”

“We also asked you to complete a survey on what you think are your strengths and what areas might need improvement.”

“Gee, Doc, I’ve sure had enough poking and prodding to last me for awhile! Can you tell me what you found out?”

“I sure can,” said the public health doctor. “After reviewing all of the information in your charts and test results, we put together some summary information for you. Why don’t you take a look at these and tell me what you think.”

“You know,” said the Community, “I feel good about a lot of these results, but I do see some things that I should work on if I want ALL of me to be healthy.”

“What would you say are your five most pressing health concerns?” asked the doctor.

The Community looked at the summaries and pondered this for awhile. “If I can only pick five to focus on, I’m most concerned about these issues: Obesity, Cancer, Mental Health, Substance Abuse, and Access to Care.”

(continued on page 5)
Public Health Surveillance
and Disease Investigation

What’s going on in our communities? Do we know how healthy we are?

South Heartland monitors notifiable conditions using the NEDSS system (National Electronic Disease Surveillance System) and direct reports from health care providers. This year SHDHD processed 200 disease reports, including reports of hepatitis C, aseptic meningitis, pertussis, mumps, influenza and various food and water borne illnesses such as campylobacter, cryptosporidiosis and salmonella.

SHDHD implemented a 24/7 Surveillance Phone for physicians to report notifiable conditions and began providing educational presentations to health care providers on how and what to report.

How do we investigate disease outbreaks?

SHDHD monitors and investigates diseases, and partners with state public health professionals and local health care providers to manage disease outbreaks.

Our staff investigated three disease outbreaks during August – December 2012: one outbreak of salmonella struck 20 individuals associated with a long-term care facility, and two Norovirus outbreaks affected 73 conference attendees and 166 individuals associated with a long term care facility, respectively.

When a potential outbreak is reported, we notify state investigators for assistance. We request laboratory testing for ill individuals and sometimes send food or other environmental samples to the state lab to help identify the cause. Sometimes additional analysis is needed: we may send samples to regional labs for DNA “fingerprinting” so that our specimens can be compared to others in a nationwide database.

What can you do to protect yourself and others from Norovirus?

- Practice good hand washing
- Promptly clean contaminated surfaces and objects
- If you are ill, stay home and don’t prepare food for others

SHDHD investigated a Norovirus outbreak that sickened 166 individuals associated with one facility.
Studying the Community, continued...

Making plans to improve health:
The doctor nodded. “This is an ambitious list, but I agree that if you want to achieve your goal of ‘Healthy People in Healthy Communities’, you will need to make some progress in each of these priority areas.”

“Doc, this is a little overwhelming! Can you help me with a plan?”

“You won’t have to do this alone, Community,” said the public health doctor. “We’ve assigned a Care Team to help you. Your care team includes representatives from your hospitals (Brodstone Memorial, Webster County Community, Mary Lanning) and your health departments (Clay County and South Heartland District).”

“In addition, there are work groups to help you with each one of your five priority issues. These work groups are developing treatment plans for you; basically, a set of strategies and steps to help you reach specific health improvement goals.”

“Also, we want for you to participate in these work groups because we believe in a community-centered approach, one where YOU have some say in the treatment plan. And that’s why we call your community-centered treatment plan a Community Health Improvement Plan.”

“Are you sure there isn’t a magic prescription you could write for me instead?” asked the Community hopefully.

“No, I’m sorry there’s no magic take-this-pill-to-make-it-better prescription,” said the public health doctor with a smile. “But, with lots of individuals and organizations aware of your health priorities, working together, and chipping in on your treatment plan with their expertise, creativity, energy and resources, you should be able to make some significant progress before your next examination.”

(Stay tuned for the ‘Roll Out’ in 2013 of SHDHD’s Community Health Improvement Plan!)

Community Partnerships

Community and Mobile Sign Boards help to inform the public.

SHDHD purchased outdoor signboards for each community in the District that doesn’t have one or can use a second one. SHDHD provided the sign board and the installation. Half of the board space is reserved for SHDHD’s public health education information while the other half is reserved for the community to use. SHDHD posts seasonal information and updates the postings every month. In addition to the community sign boards, SHDHD also purchased a mobile sign that has been used to advertise health fairs, open houses, and vaccination clinics.

SHDHD purchased outdoor signboards for each community in the District that doesn’t have one or can use a second one. SHDHD provided the sign board and the installation. Half of the board space is reserved for SHDHD’s public health education information while the other half is reserved for the community to use. SHDHD posts seasonal information and updates the postings every month. In addition to the community sign boards, SHDHD also purchased a mobile sign that has been used to advertise health fairs, open houses, and vaccination clinics.

Are we ready to respond to health problems and health threats?

Public Health Risk Coordinator Jim Morgan develops and tests plans for responding to and protecting the population from health threats such as pandemic influenza. Jim works closely with other agencies and organizations within the Health District and across Nebraska: Community Organizations Active in Disaster, Mass Fatality & Family Assistance Center planning, & Tri-Cities Medical Response System. Jim provided training to EMS and fire personnel on how to access regional resources for Chemical Exposure events.
Healthy Lifestyles

4th & 5th Graders Attend Water Jamboree at Liberty Cove

South Heartland presented “A Skeeter’s Life” at the bi-annual Water Jamboree at Liberty Cove for approximately 800 fifth and sixth graders. South Heartland provided West Nile Virus education, including live demonstrations of the mosquito lifecycle, over the course of 16 sessions in two days.

Moving for Better Balance: Tai Chi Classes for Active Older Adults

South Heartland launched a third Tai Chi Moving for Better Balance program in partnership with Midland Area Agency on Aging. This evidence-based program aims to improve balance, coordination, and strength in older adults. South Heartland’s Tai Chi program had a total of 38 participants in the 4-county area with data indicating that participants showed significant improvement in the 50-foot walk test. Instructors were asked to gather anecdotal evidence and specific stories from participants about any self-reported increase in flexibility, balance, or overall feeling of well-being.

SHDHD 10th Anniversary Celebration

SHDHD invited the community/district to join us in celebrating “10 Years and Counting” in March, to include a proclamation by the Mayor of Hastings, a Hastings Area Chamber of Commerce “Salute” to SHDHD for 10 years in the community, a public health forum with educational presentations, and a banquet with public health awards ceremony. Pamela Kearney, Joyce Crawford, and Judy Reimer were honored with 10th Anniversary Awards for their outstanding efforts in the creation and development of SHDHD. Jessica Meeske, DDS, was awarded the SHDHD 2012 Community Health Service Award for exemplary community service in children’s oral health.

Above: Dr. Jessica Meeske, DDS, receives the SHDHD 2012 Community Health Service Award for exemplary community service in children’s oral health.
...... And Making Healthy Choices

Building Awareness for Colon Cancer Screening

South Heartland Colon Cancer Coalition secured continuation funding to support an awareness and education campaign as well as screening and intervention. The Coalition partnered with area beauty parlors and bars/taverns to distribute emery boards and coasters, respectively, with messages that encouraged screening for colon cancer during National Colon Cancer Awareness Month and partnered with 14 area pharmacists for distribution of colon cancer screening kits.

Get Your FREE Colon Cancer Test Kit

If you're between the ages of 50 and 74 years, you need to get tested for colon cancer

Present this coupon to pick up your free FOBT kit at any of the following pharmacies:

- Bert's Drug Store, Hastings
- Sun Mart Pharmacy, Hastings
- Allen's Pharmacy, Hastings
- Walgreens Pharmacy, Hastings
- Bert's Pharmacy, Hastings
- Keith's Pharmacy, Hastings

(both locations)

South Heartland District Health Department, Hastings

Free colon cancer test kits provided by South Heartland Colon Cancer Coalition

Kit is available beginning March 1, 2012

For more information call 877-236-7595 or visit our website: www.southheartlandhealth.org

National Prescription Drug Take Back

South Heartland partnered with Hastings Police Department and Area Substance and Alcohol Abuse Prevention for the National Prescription Drug Take Back Days. At 5 locations throughout the health district, SHDHD spread the message of safe disposal while collecting 455 pounds of expired, unused, and unwanted medication.

Workplace Wellness Promotes Health to Employees

SHDHD sponsored the fourth annual Walk out on Work event where 275 employees from 51 Businesses walked 239 miles and received health related information from 8 vendors including SHDHD. In other events, 265 of the City of Hastings and Hastings Public School employees took advantage of receiving a free Health Risk Assessment and blood screening through their workplace wellness programs. Educational Services Unit #9 has joined Red Cloud Public Schools and Hastings Public Schools in participating in the Healthy Schools as Healthy Workplaces program.

Promotora (Community Health Worker) Program

Five Hispanic community leaders received training on health topics they could share in their communities. SHDHD and Mary Lanning Healthcare partnered to fund the training on topics such as Chronic Disease, Oral Health, Hygiene & Food Safety. Participants received a reference manual and materials to assist in setting up, delivering, and evaluating their presentations. Each promotora has agreed to deliver at least two presentations to small groups of 6 to 12 community members.

Goal:
Inform, Educate & Empower People About Health Issues to Reduce Risk and Promote Improved Health

West Nile Education with promotional activities were provided to parents and children attending the 2011 Kool-Aid Days

~ A Project of Healthy Hastings ~

Corn grows in the new community garden in downtown Hastings

Oral health education and incentives were provided to children and parents attending Children’s Book Day at Hastings City Auditorium
**SHDHD P.H.O.N.E. Program Assists Kids Connection Clients**

South Heartland’s Public Health Outreach Nursing Education (P.H.O.N.E.) program provides assistance to those who are enrolled in Medicaid or Kid’s Connection. Whether it’s a missed appointment, follow up for Emergency Room visits, notification from DHHS of newly eligible persons on Medicaid and Kids Connection, reminder of Early Periodic Screening, Diagnosis & Treatment (EPSDT) or just a phone call of inquiry, our P.H.O.N.E. nurses are committed to helping people access the services they need.

In the past year, as a direct result of this program: South Heartland’s P.H.O.N.E. Coordinator initiated 1084 contacts for EPSDT; followed up on 266 emergency room visits, 387 missed dental appointments and 6 missed vision appointments. Top reasons for use of ER for non-emergency health visits included “couldn’t get an appointment” (28%) and “provider office hours” (53%).

**Vaccine for Children program gives 1,874 vaccinations**

The Hastings/Adams County Immunization clinic at SHDHD saw 753 patient visits in 2011-2012. A total of 1874 vaccinations were administered based on the recommendations of the Advisory Council on Immunization Practices. Well over half (59%) of clients visiting the Hastings/Adams County Immunization Clinic were underinsured (i.e., insurance does not cover immunizations), one-quarter (24%) were uninsured and 12% had Medicaid. SHDHD relies on donations to cover the cost to administer the free vaccine.

**Culturally & Linguistically Appropriate Services (CLAS) Training**

El Paquete Totale (The Total Package) is the current phase of a partnership between Mary Lanning Health Care Foundation, Mary Lanning Healthcare Diabetes Department, the Hastings YMCA and SHDHD to serve the health and wellness, medical education and exercise needs of the Hispanic population in the Hastings area with, or at risk for, diabetes. We meet these needs through quality medical services, health education and dedicated staff. South Heartland supports this program with staffing for educational presentations, medical interpretation, exercise encouragement & tracking, and program evaluation. This year we expanded activities into Clay and Webster Counties. SHDHD arranged for CLAS standards training for all providers and staff at each rural health clinic in those two counties.
Working Together to Improve Public Health

Oral Health Access for Young Children

South Heartland’s Oral Health Access for Young Children project provides oral health services by hygienists to WIC children and their caregivers. Key partners include: Mid-Nebraska Community Action Partnership WIC program, Central Community College –Hastings Dental Hygiene program, and 8 area public health dental hygienists. The project’s goals are to improve oral health behaviors and reduce dental caries in this high risk population.

Wellness for Women at Work Project

Through South Heartland’s Wellness for Women at Work project, supported by a Maternal Child Health grant from NE DHHS, employers in the South Heartland area continued joining the effort to make worksites healthier for their employees. All of the businesses that participated the first 3 years of the project implemented workplace environment changes that will support their employees’ health efforts by providing healthier choices in vending machines, tobacco free campuses, healthier celebrations and encouraging healthy snacking. The South Heartland Wellness for Women at Work has been extended to a fourth year by the NE DHHS. SHDHD is assisting 9 area employers to commit to continuing the health risk assessment on a regular basis, and is ensuring that employers complete a wellness policy change or environment change for their employees.

Smoke-Free Multi-Unit Housing Available to Renters

SHDHD, with partner Area Substance and Alcohol Abuse Prevention Coalition, put together a list of all smoke-free multi-unit housing available in the South Heartland District. South Heartland identified 10 apartment complexes and 4 housing authorities that offer smoke-free policies in the lease agreement. All apartment complexes received signage and free advertising as part of this effort to promote smoke-free policies.
Protecting Public Health by Enforcing Laws

When we enforce health regulations are we up-to-date, technically competent, fair and effective?

NE Clean Indoor Air Act. During 2011-2012, South Heartland investigated 1 new report of smoking violation (NCIAA non-compliance). We use an educational approach during the first visit and most establishments are in compliance when SHDHD staff returns for a follow up visit. At the first inspection for the new violation, the owner of the busi-

ness agreed to have the employees stop smoking and to put up signs. At the follow up inspection, the owner had completed all the necessary actions to come into compliance. The owner also indicated that he was thankful that SHDHD made the inspection, as it made the entire workplace better. We are pleased to report that all sites with previous complaints or violations are now in compliance.

Training & Expertise in Public Health

Do we have a competent public health workforce? How can we be sure our staff and partners stay current?

SHDHD Trains Current and Future Public Health Workforce

SHDHD coordinates a quarterly meeting on Issues in Public Health. RNs, LPNs, APRNs, CMAs, and other healthcare providers working in school, clinic, long term care, hospital, and public health settings are invited to attend our educational programs on a variety of public health topics. Invited experts provided the following training:

- October, 2011 - "Title 173: Notifyable Conditions in Nebraska" presented by SHDHD health director and surveillance staff
- January, 2012 - "Emerging Infectious Diseases" presented by Dr. Phillip Smith, Professor, Internal Medicine Division of Infectious Disease, UNMC (CEUs provided)
- April, 2012 - "Diabetes Update 2012" presented by Marilee Aufdenkamp, MSN, Creighton University School of Nursing professor and DeAnn Carpenter RN, Diabetes Educator for Mary Lanning Healthcare (CEUs provided)

South Heartland provides internship and temporary employment opportunities for students who may be interested in pursuing a career in public health.

- Hastings College (HC) Student Intern Megan Puckett designed a client satisfaction survey to use in the Immunization Clinic.
- HC Student Allison Kern conducted mosquito trapping for SHDHD’s West Nile Virus surveillance program.
- The UNMC College of Public Health & Great Plains Public Health Training Center’s Student Fellowship Program matched Chadron State College student Jocelyn Utecht with SHDHD for a summer fellowship. Jocelyn assisted SHDHD staff on a health status assessment as part of SHDHD’s Community Needs Assessment process.

A Public Health Forum for SHDHD’s 10th Anniversary

Presentations included Dr. Joann Schaefer’s State of the State’s Public Health, Dr. Richard Raymond’s Milestones in Public Health, and Dr. Ayman El-Mohandes’ It’s not just Public Health doing Public Health.
**Revenue by Source**

- **39%** LB 692 /1060
- **36%** Preparedness Contracts
- **15%** P.H.O.N.E Program Contract
- **8%** Other Local/State/Federal Grants & Contracts
- **1%** Other Income / Interest
- **1%** Services

**Total Revenue $742,421**

**Expenditure by Category**

- **38%** Operations
- **22%** Program
- **21%** Program Personnel
- **18%** Mini-Grants
- **< 1%** Admin Personnel

**Total Expenditures $807,222**

**TRI-Cities Medical Response System (TRIMRS)**

- **New Revenue (SHDHD FY 2010-11)** $168,000
- **Expenses (SHDHD FY 2010-11)** $342,209

**Mini-Grants**

South Heartland uses a portion of LB692 funds to support community efforts to identify and solve health problems. This year, SHDHD awarded a total of $10,000 to two organizations for health-related projects or programs that are aligned with the SHDHD Public Health Improvement Plan:

- **Life Skills Education pilot project**, Revive Inc. DBA Horizon Recovery and Counseling Center and the Unity Houses
- **3-5-7 Model for Permanency project**, CASA of South Central Nebraska

**A BIG "Thank You!" to part-time SHDHD Staff, Contractors & Volunteers**

- Leslie Anderson, RN
- Sheryl Buescher
- Amanda Fitzke, RN
- Carol Hamik, RN
- Judy Sandeen, RN
- Dixie Zoucha, LPN
- Jessica Warner, MPH

**Vaccine for Children Program:**
- Leslie Anderson, RN
- Sheryl Buescher
- Amanda Fitzke, RN
- Carol Hamik, RN
- Judy Sandeen, RN
- Dixie Zoucha, LPN
- Jessica Warner, MPH

**Sonrisa Dental Program:**
- Gloria Molina

**Oral Health for Young Children**
- Dental Hygienists: Christy Burrows, Samantha Shelton, Susan Medcalf, Jody Kuhr, Katie Vaughn, Deb Schardt, Wanda Cloet

**Suicide Prevention Coalition:**
- Derek Bumgardner
Staff Directory

Michele Bever, PhD, MPH
Executive Director
michele.bever@southheartlandhealth.org
Phone: 402-462-6211 Ext. 102

Cindi McDowell, CFRE, PLMHP
HRSA Project Director & Grant Writer
cindi.mcdowell@southheartlandhealth.org
Phone: 402-462-6211 Ext. 103

Denise Ferguson
Operations Manager
denise.ferguson@southheartlandhealth.org
Phone: 402-462-6211 Ext. 101

Jim Morgan
Public Health Risk Coordinator
jim.morgan@southheartlandhealth.org
Phone: 402-462-6211 Ext. 107

Desiree Rinne, BS Health Promotion
Community Health Education Coordinator
desiree.rinne@southheartlandhealth.org
Phone: 402-462-6211 Ext. 105

Shelley Smith, BSN, MSN
Surveillance Coordinator, Immunization Clinic Manager
shelley.smith@southheartlandhealth.org
Phone: 402-462-6211 Ext. 115

Jessica Warner, MPH
Health Surveillance Assistant
jessica.warner@southheartlandhealth.org
Phone: 402-462-6211 Ext. 115

Jorge Perez
Health Disparities Coordinator
jorge.perez@southheartlandhealth.org
Phone: 402-462-6211 Ext. 106

Rhonda McIntyre, BSN, MSN
Public Health Outreach Nursing Education (P.H.O.N.E.)
rhonda.mcintyre@southheartlandhealth.org
Phone: 402-462-6244

Susan Ferrone, BSN, MPA
Public Health Nurse
susan.ferrone@southheartlandhealth.org
Phone: 402-462-6211 Ext. 114

Amy Market
Reception
 amy.market@southheartlandhealth.org
Phone: 402-462-6211 Ext. 100

We thank these former staff members for their years of service!
Janet Staehr, Public Health Nurse
Anita Sullivan, Surveillance Coordinator & Immunization Clinic Mgr
Sandi Stevens, Community Health Education Coordinator