



Let's start a
conversation

2011
Annual
Report



The 10 Essential Public Health Services



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Diagnose and investigate
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Inform, educate and empower
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Mobilize community partnerships
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Develop policies
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Enforce laws
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Link to and provide care
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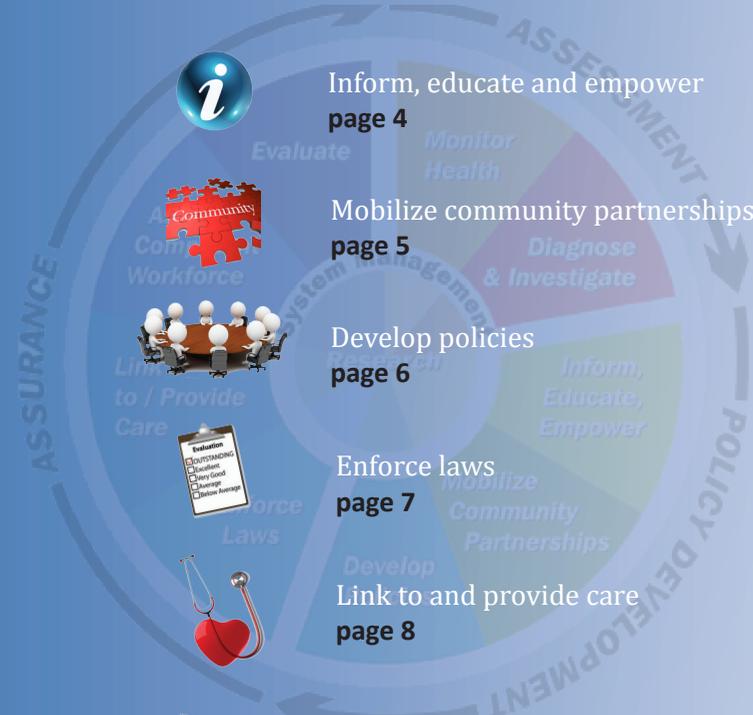
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A message from the director

Improving the health status of Douglas County residents is a challenge I gladly accept. In 2011, our emphasis was to work with community partners and stakeholders to identify opportunities for collective action to improve the health of residents. Progress in improving health outcomes is best achieved through broad based community efforts to adopt policies that promote prevention-based changes in lifestyle and living conditions.



The theme of this annual report is based upon our companion video, "Let's Start a Conversation." The video will change your view of the work of public health and illustrates this collective approach to improving health. Please visit our website at www.ldchealth.org to view this short video.

Understanding the needs of the community is how the work begins. In March 2011, we published the first Community Health Data Report. This report advances our mission by helping us identify current and emerging health concerns and mobilizing the community to improve health outcomes for all Douglas County residents.

Our mission reflects the essential services model, which is the backbone of the national public health system improvement initiative. In October 2011, we revised the strategic plan to lay out our goals of:

- Working with policymakers and the community to identify important health issues
- Developing a community plan to improve health and
- Promoting the adoption of sound public health policies.

We closed 2011 by hosting a community public health system assessment attended by numerous representatives of the local public health system. The assessment asked us to evaluate how well the public health system delivers the essential public health services described in this report and on our website. Our assessment defined our greatest asset as the ability to diagnose and investigate health problems. Evaluating the effectiveness of personal and population-based health services was defined as our greatest challenge.

Let's continue the conversation by identifying our community's health disparities and engaging one another in the development of an action plan that will improve our community's quality of life. I look forward to working with you in 2012.

Dan Partridge, RS, MPH
Director



“Half of all adults have not exercised in the past 30 days”

In 2011, the Health Department began a community health assessment process by releasing its first **Community Health Data Report**. Demographics, health behaviors, income and overall health outcomes were examined in the report.

Some highlights of the report:

- 81 percent of county residents do not eat the recommended five fruits and vegetables per day and
- The numbers of teen smokers, those smoking during pregnancy and current smokers overall — have declined.



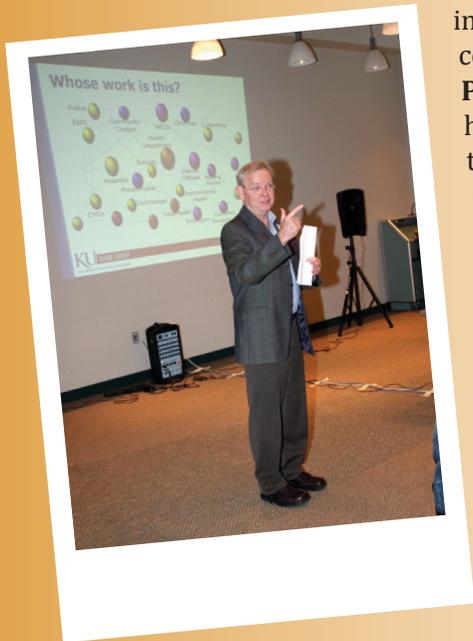
In December, approximately 60 community partners, Health Department staff and Health Board members participated in completing the **Local Public Health System Performance Instrument**, which rated the entire public health system and provided a benchmark of the capacity to provide the essential public health services in Douglas County.

The assessment showed that the local public health system had the highest performance (or capacity) in the following essential services:

- Diagnosing and investigating health problems
- Informing/empowering people about health issues
- Enforcing public health laws and regulations.

The lowest capacity areas were:

- Evaluating services
- Mobilizing partnerships.



“Assessing the risk of future health problems”

To identify risks to public water supply posed by homes constructed prior to 1968 (before the Douglas County Sanitary Code was implemented), the Health Department’s Environmental Health staff sent a **septic system survey** to residents of the Clinton Lake watershed.

Clinton Lake is a critical public water supply providing approximately 5 million gallons of drinking water to residents annually. Survey questions included, “Have you ever had your septic tank pumped out?” and “Do you use well water for your water supply?”

Questionnaires were mailed to 700 homeowners within the 150-square mile watershed, with 206 responses received.

Results included:

- 97 percent of respondents said they were satisfied with the performance of their septic systems.
- Four homes out of the 206 responses did not have septic systems approved by the Health Department.

A town hall meeting was held in June to educate homeowners on how to properly maintain their septic systems.

Two **pertussis outbreaks**, primarily involving unvaccinated children, kept the Health Department’s communicable disease nurses busy in



Courtesy/Lawrence Journal-World

March and again in October.

By identifying the ill children and their contacts and providing prevention information, the Health Department was able to reduce the spread of the disease. Pertussis, also called whooping cough, can be especially harmful to infants 6 months and younger and others unable to receive the vaccination.





“Sharing experiences and learning from each other”

A peer group for pregnant and breastfeeding women kicked off in August. **B.I.B.S.— Breast is Best Social**, seeks to bring women interested in breastfeeding together to share experiences and learn from each other.

A core group of mentor moms were trained and two local female physicians were recruited to share their own breastfeeding experience and medical expertise to participants. The Health Department’s breastfeeding peer counselors facilitate the group.



The WIC program applied for and was selected to be one of four pilot sites for **Cook Smart, Eat Smart**. With the help of a mobile cook top, basic cooking skills using healthy, inexpensive recipes are demonstrated.

A multi-faceted **tobacco prevention ad campaign** certainly spurred conversation between August and November in Douglas County. The campaign targeted 18- to 30-year-olds and featured edgy messages in the form of urinal screens, and

posters in bar and restaurant restrooms. The campaign also included TV, Internet and print ads.



“Strengthening partnerships”

2011 was a **year for strengthening partnerships** between the Health Department and partner organizations.

The community drive-through preparedness exercise, held in October, provided 504 flu vaccinations thanks to the efforts of Health Department staff and 69 volunteers from various organizations including Heartland Community Health Center, Lawrence Memorial Hospital and the University of Kansas School of Pharmacy and Student Health Services.

Building on the concept of the **drive-through clinic**, another novel way to provide mass vaccinations was tested at the end of October at a local fire station. Billed as both a public health emergency exercise and the annual City of Lawrence employee flu immunization clinic, paramedics from the Lawrence-Douglas County Fire Medical Department gave 514 vaccinations, with support from Health Department staff.





Health in all policies is a concept the Lawrence-Douglas County Health Department officially incorporated into the department's strategic plan in 2011.

Working with the Douglas County Community Foundation, the department prepared to assume a greater role in coordinating the efforts of **LiveWell Lawrence.**

“Promoting healthy eating and active living”

As a member of the LiveWell Lawrence coalition, Health Department staff helped facilitate a review of the City of Lawrence proposed **Complete Streets policy.**

The Lawrence Complete Streets policy, which will enhance safe access for all users — pedestrians, bicyclists, motorists and transit riders — edged closer to passage in 2011. Throughout the process, Health Department staff worked closely with Complete Streets committee members as well as City of Lawrence Public Works and Planning and Development services.

The year wrapped up with a **conversation between local legislators and the Health Department.** Lawrence-Douglas County Health Board member Gerald Pees, MD, and Director Dan Partridge stressed the value and importance of childhood immunizations as they reviewed the legislative agenda for 2012.



Through education and enforcement, staff protect the health and safety of Douglas County residents of all ages. In 2011, the Health Department's Environmental Health program was involved in **two local projects of unprecedented size and design.**

“Protect the health and safety of Douglas County residents”

One of those projects included a 600,000-square foot warehouse for Berry Plastics. Staff worked with the company to provide them with timely information and multiple options to safely manage their wastewater.

A second project at Vinland Airport involved an expansion of the aircraft parts manufacturing facility at the site. With plans to double in size, Health Department staff helped ensure the owner had enough space for a new septic system as well as the largest lateral field the agency has permitted.

Child care facilities are inspected to ensure that providers meet state regulations for health and safety. New state law required all Douglas County registered day care homes to **transition to licensed homes** by July 1. Fifty-eight child care homes made the transition, while 28 homes closed.

In addition to surveying new child care centers and conducting annual inspections, staff also responded to 52 complaints. The most common complaint was providers caring for children without a license.



“Giving people tools to make healthy choices”



By providing care and linking people to health services, the Health Department gives people the **tools to make healthy choices for themselves and their families.**

In 2011, the Health Department and the Douglas County Dental Clinic started a partnership to offer **fluoride varnish clinics** at the Health Department. Uninsured children or those on Medicaid or Healthwave received the free service.

Also in 2011, uninsured or underinsured adults were able to take advantage of two new programs **offering necessary vaccinations at a reduced cost.** The programs, which will continue in 2012, provide the Tdap (tetanus, diphtheria and pertussis), MMR (Measles, Mumps, Rubella), varicella and pneumococcal vaccines for a savings of \$4,889 to 121 clients.



“The year of the intern”

Health Department student interns learn skills that will prepare them for future jobs. By introducing them to the field, staff educate students about public health careers and foster the next generation of public health workers. 2011 was definitely **the year of the intern** with 10 — the most the agency has had. Community outreach, health education, and data collation and analysis were just some of the tasks interns assisted with in 2011.

In 2011, Healthy Families Douglas County staff were trained on how to use the Protective Factors Survey (PFS). The PFS, which replaces a previous assessment tool, will help the program’s nurse case managers, social worker and family support specialist **customize home visits based on their clients’ needs.**

Providers that care for expectant mothers received the latest information on **breastfeeding best**



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Several **quality improvement projects** were initiated by various programs in 2011. Some of them included: increasing the rates of children up to date on their immunizations by age 2 and streamlining the interpreter payment process.



A birthday card sent in time for the child's 1st birthday was used as an immunization reminder. Since the project's March implementation, parents are bringing their children in earlier for vaccinations. The data continues to be evaluated to determine if overall immunization rates for this age group are improving.

Since **streamlining the payment process** in October, no payment corrections have been made. Defined start and stop times, better communication between interpreters and staff as well as fewer people involved in the process, have led to improved accuracy.

An important part of understanding if new materials will be well

received is to **bring target audiences into the conversation**. Moms from the Monday Morning New Parent and Breastfeeding Support Group at Lawrence Memorial Hospital were asked for their thoughts on what the Health Department's evening breastfeeding peer group should be named. Several names were presented, with "B.I.B.S. — Breast is Best Social" receiving the most votes.



"Bringing target audiences into the conversation"



"Incorporating research into daily work"

Using evidence-based programs and applying best practices is one way the Health Department incorporates research into its work. Healthy Families Douglas County is a program that uses evidence-based practices to bring about healthy outcomes in the families it works with every day.

days missed by children because of illness or injury.

The research-based book, **"What To Do When Your Child Gets Sick,"** was distributed to hundreds of WIC, Healthy Families and Well Child clients in 2011. The book's aim is to reduce unnecessary visits to the doctor's office and emergency room. Since the book started being distributed in Kansas in 2007, a study showed that the more than 6,000 parents who received the book had 39 percent fewer unnecessary doctor visits, 57 percent fewer emergency room visits and 60 percent fewer school

Research played a key role in choosing the ads and overall messages of a **tobacco prevention campaign** targeting 18- to 30-year-olds in the fall. Market-tested TV ads from the Centers for Disease Control and Prevention and edgy messages used by the state of Vermont were key components of the campaign.



Financial statement

Unaudited statement of Revenues and Expenditures for the period Jan. 1- Dec. 31, 2011

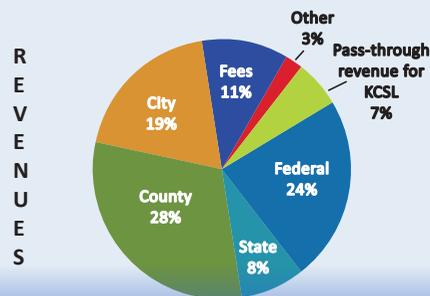
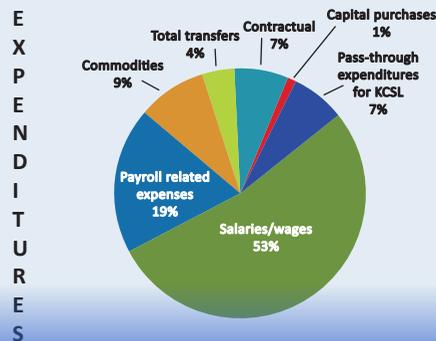
OPERATING FUND

Beginning balance	\$964,909*
Revenues	
County	\$919,566
Federal	\$792,882
City	\$648,929
Fees	\$371,178
State	\$281,051
Pass through revenue for KCSL	\$217,224
Other	\$88,664
Total revenue	\$3,319,494
Expenditures	
Salaries & wages	\$1,720,833
Payroll related expenses	\$623,134
Commodities	\$290,117
Contractual	\$219,375
Pass through expenditures for KCSL	\$217,224
Transfer to funded depreciation	\$75,000
Transfer to reserve fund	\$58,000
Capital purchases	\$21,185
Total expenditures	\$3,224,868
Ending balance	\$1,059,535
Net revenue over expenditures	\$94,626

RESERVE FUND

Beginning balance	\$870,263
Revenues	
Transfer from operating fund	\$58,000
Other	\$6,451
Total revenue	\$64,451
Expenditures	
Personnel liabilities	\$0
Commodities	\$0
Transfer to operating fund	\$0
Total expenditures	\$0
Ending balance	\$934,714
Net revenue over expenditures	\$64,451

* Beginning balance adjusted to reflect 2010 Medicaid matching funds received on behalf of Kansas Children's Service League (KCSL).



A message from the health board



Pictured from the left are: Paul Liechti, vice chair; Amy Biel, Gerald Pees, MD, Maley Wilkins, treasurer; David Ambler, Shirley Martin-Smith, chair; Ray Davis and Carol Seager.

The mission of the Health Board is to improve the health of our community by being your advocate. In our community, there are those who disproportionately bear the burden of poor health and we are committed to addressing the conditions that shape our health. We view our work as a collective effort to identify and address preventable and avoidable health outcomes.

To learn more about our framework for improving health, view our video, "Let's Start a Conversation." You can access the video directly at www.ldchealth.org/letsstartaconversation.htm or on our Youtube channel at youtube.com/ldchealth.

It has been a privilege serving you in 2011 and we look forward to working in 2012 on the issues identified through our community health assessment and planning processes.

**Shirley Martin-Smith,
Chair
Lawrence-Douglas County Health Board**

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Find us on:



Healthy People Build Strong Communities

