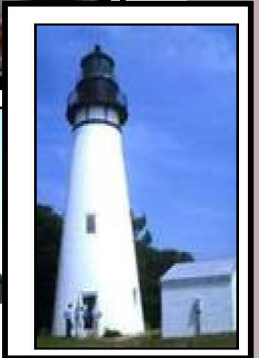
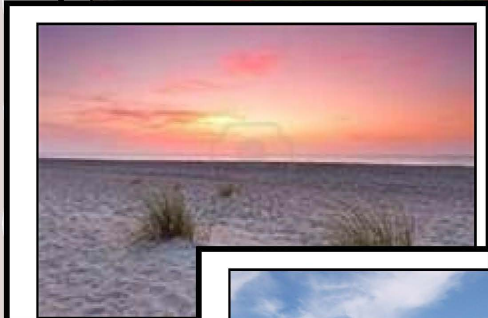


Florida Department of Health

Nassau County

2012-2013

Annual Report



Director's Message

Eugenia Ngo-Seidel, MD, MPH



Mission

To protect, promote, & improve the health of all people in Florida through integrated state, county, & community efforts.

Vision

Healthiest State in the Nation.

Values

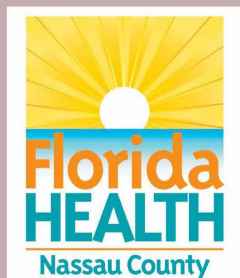
Innovation

Collaboration

Accountability

Responsiveness

Excellence



"It's a new day in Public Health" and the Florida Department of Health in Nassau County (FDOH/ Nassau) is proud to provide the 2012-2013 Annual Report highlighting achievements and collaborative efforts to protect, promote and improve our community's health. Our mission is accomplished through integrated state, county and community efforts. Integration is strengthened by **strategic planning, alignment, and effective partnerships** as we strive to address health needs of individuals, families, groups and the community as a whole.

What is our local focus? FDOH/Nassau identified four key priorities in our new 2013-15 Strategic Plan: *Adolescent Health, Tobacco Prevention, Public Health Accreditation and Communication*. These were chosen based upon current health status indicators as well as our organizational resources and opportunities. While we continue to deliver all of the Ten Essential Public Health Services, for the near future, we place these issues on the front burner and have set cross cutting goals and objectives for our team.

How will we align with other public health efforts? The Partnership for a Healthier Nassau's Community Health Improvement Plan ("CHIP), the State Health Improvement Plan, and the national Healthy People 2020 goals serve as guidance for our programs and services. We are also part of the state-wide effort to promote "Healthiest Weight" to address the obesity epidemic and its health consequences of increased chronic disease, premature death and health care costs.

With whom do we create and sustain effective partnerships? Most of this year's achievements would not have occurred without the support of our partners:

- * School-based Dental Sealant Program (Nassau County School District)
- * Feed the Children Event (Healthy Start, Social Service Agencies)
- * Infant Mortality Task Force (Health care providers, Healthy Start, WIC)
- * Candy Flavored Tobacco Resolutions (Students Working Against Tobacco, Law Enforcement, Tobacco Free Nassau Partnership community advocates)

Together with our partners, we have identified strengths, gaps and resources, roles and specific actions to be implemented to address unique local issues and improve our collective health. By facilitating networking, communication and accountability, our joint efforts seek to be efficient and impactful.

In summary, 2012-2013 has been an important launch period for FDOH/ Nassau and I am grateful for the commitment and hard work of our staff, volunteers, partners and stakeholders. Through this collaborative community partnership in public health, we can be the healthiest county in Florida.

Eugenia Ngo-Seidel, MD, MPH

Senior Leadership Division Directors



Kimberly Geib, DNP, ARNP
Disease Control &
School Health Division
Director



Mary von Mohr, MSW, CTTS
QI Coordinator
Intervention & Prevention
Services Division Director



Mike Godwin
Environmental Health
Services Division Manager



Mike Beard
Administrative Services
Division Director



Tracy Canady
Dental Program
Division Director



Heather Huffman, MS, RDN,
LD/N, IBCLC
WIC & Health Education
Services Division Director



Sherry Linback, MSN, ARNP
Clinical Services Coordinator



Terrence Collins, MD
Medical Director



Kathy Adams
Vital Statistics Coordinator

Finance & Accounting

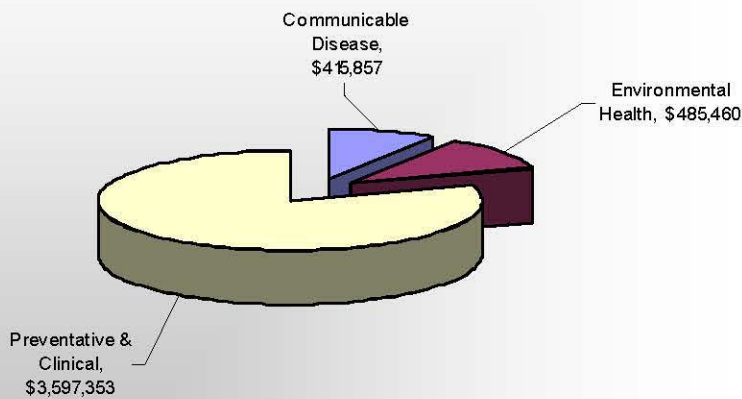
The Florida Department of Health in Nassau County had a budget of \$4,498,670 for fiscal year 2012-2013. - With a staff of 61 full time and 20 part time employees, the department provides Public Health, clinical and - field services to the residents of Nassau County. The Administrative Services Division is responsible for the - business operations of the department:

- General Services/Purchasing -
- Human Resources -
- Information Technology -
- Finance and Accounting -
- Vital Statistics -
- Records Management -
- Training -

The focus of the administrative division is to promote productivity, increase efficiencies, and develop innovative and resourceful staffing that is ready to provide timely and quality health services to the community. Major commitments in planning and ongoing evaluation drive the success of our programs and resulting improved health outcomes.

2012-2013 Revenues	Amount	%
Grants & Contracts	\$ 422,504	9.44%
Fees-Environmental & Vital Statistics	\$ 261,037	5.83%
Board of County Commissioners	\$1,006,379	22.47%
State General Revenue	\$ 855,309	19.10%
State Appropriated	\$ 211,027	4.71%
Federal Funds	\$ 920,908	20.57%
Medicaid & Medicare	\$ 613,130	13.69%
3rd Party/ Medicaid Reform Clinic Fees	\$ 187,612	4.19%
Total Revenues	\$4,477,906	

2012-2013 Expenditures



Total Expenditures: \$4,498,670

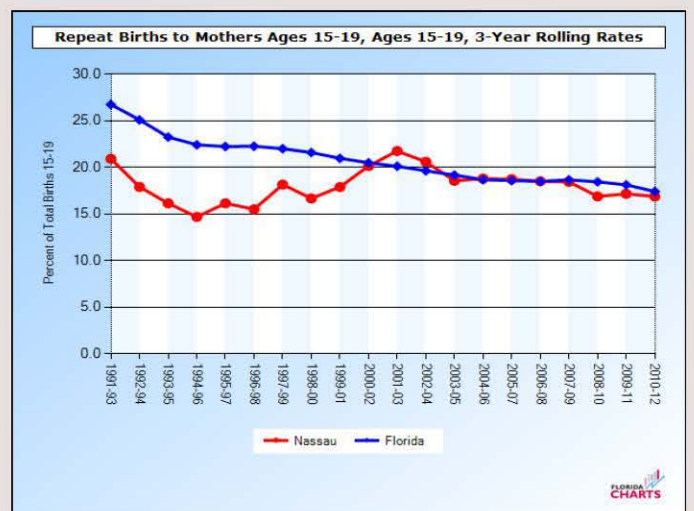
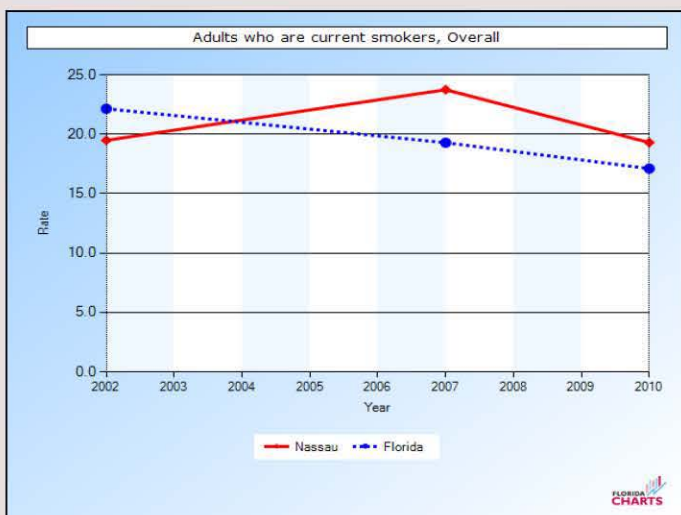
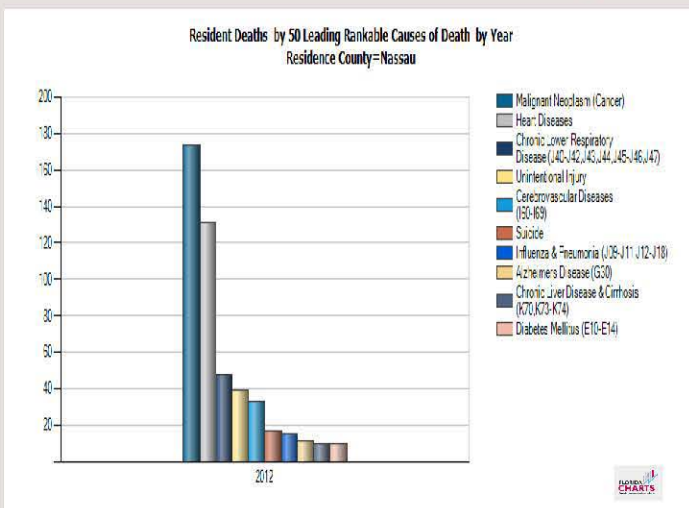


Nassau County Health Indicators

Community Opportunities and Threats

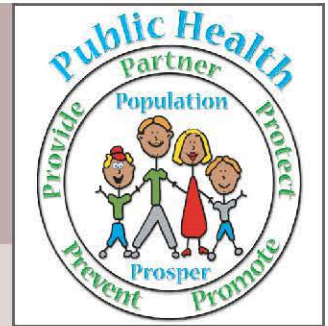
Opportunities	Threats
Local Economic Recovery Technology Expanding Information & Research Community Partnerships & Alliances National Public Health Accreditation Community Health Improvement Plan	Population Shifts Sustainable Funding Shrinking Resources Lack of Public Transportation Federal Healthcare Reform State Medicaid Reform

Selected Priority Community Health Needs



Source: Florida Charts

What We Do



PREVENT

- ◆ Operate 5 clinic locations providing medical, family planning, dental, primary care services, and WIC services.
- ◆ Provide over 980 immunizations, including 145 influenza vaccines to high risk children and adults.
- ◆ Investigate, educate, and provide care to approximately 2,000 residents annually to prevent the spread of HIV/AIDS, STDs and TB both in clinics and through mobile health units.
- ◆ Provide more than 169 women over 50 years of age low cost yearly women's health screenings.
- ◆ Provide case management to approximately 30 HIV patients including education and counseling, assistance with prescription drugs and dental services.
- ◆ Deliver more than 26,631 services to 765 Healthy Start clients, with 263 community referrals and 34,891 WIC services to mothers and children in Nassau County.

PROMOTE

- ◆ Partner with over 30 different agencies and community organizations to educate the community on healthy lifestyles, connect people to medical homes, and promote policies that ensure support for healthy living.
- ◆ Publish monthly EPIGRAM to local physicians offices and medical society to educate providers on current diseases outbreak trends.
- ◆ Participate and coordinate the Nassau County Health Improvement Coalition to work collaboratively among health organizations to reduce duplication and work the most efficiently.
- ◆ Implemented the 4 Me Teen Health Project where 11 youth completed the inaugural 4 part series.
- ◆ Participate and coordinate the Partnership for a Healthier Nassau Community Health Improvement Plan (CHIP), a five year plan to improve the health of all Nassau residents.

PROTECT

- ◆ Monitor 13 miles of local beaches, storm water runoff to rivers, public swimming pools, wells and septic tanks systems. More than 163 septic systems were permitted last year.

Monitor Health



Florida Department of Health—Nassau County **Monitors** the health status of Nassau County to identify community health problems. We play a vital role in the community for conducting and disseminating assessments related to health status and public health issues. Health data from a variety of sources are analyzed including Florida Charts, local needs assessment surveys and surveillance systems to name a few. We also provide syndromic surveillance which tracks patterns of illness and injury in the community and issue health alerts when needed.

Environmental Health supports the community by ensuring safe drinking water and safe wastewater disposal, preventing food-borne illnesses, addressing the environmental aspects of infectious diseases, preventing human diseases from animals, mosquitoes, and ticks, ensuring basic sanitation services and promoting personal hygiene.

- ◆ Approximately 1,007 permits issued and facilities inspected with a total of 1,447 inspections (Oct 12-Oct 13).
 - ◆ Implemented the Pen Tablet Project and Electronic Forms program for a paperless office.
- ◆ One confirmed case of West Nile Virus in humans in Nassau County with 36 sentinel chicken conversions.
 - ◆ Began monitoring and inspecting Tattoo establishments with requirement for licensing.

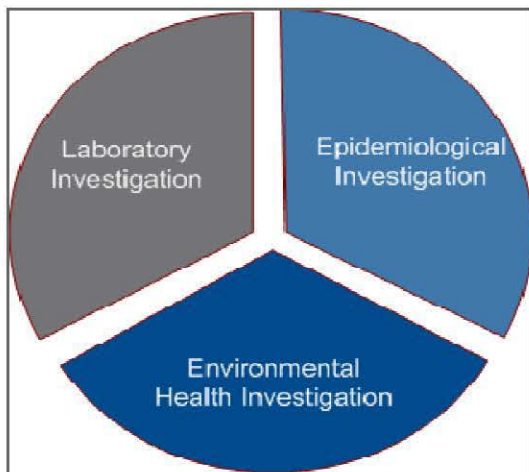
Vital Statistics provides birth and death certificates:

- ◆ 2,533 applications for services
 - ⇒ 2,605 certified birth certificates
 - ⇒ 4,720 certified death certificates

Diagnose & Investigate

Diagnosing & Investigating local health problems and health hazards in the community is another essential role for which Florida Department of Health—Nassau County assumes responsibility.

Disease Control Services provided:



- ◆ Conducted over 601 disease investigations in 2012-2013, including:

- ⇒ Animal bites: 148; 12 rabies vaccinations
- ⇒ Sexual transmitted diseases (STDs): 196
- ⇒ Human Immunodeficiency Virus (HIV): 3
- ⇒ Tuberculosis (TB): 3
- ⇒ Epidemiology Program: 155
- ⇒ Outbreaks: 4 total—pertussis 2, varicella 1, norovirus 1
- ⇒ Investigated non-notifiable conditions: 79
- ⇒ Foodborne illness complaint investigations: 6

- ◆ Produced 12 EPIGRAM publications and disseminated to over 50 community partners
- ◆ STD/HIV Testing & Counseling
- ◆ Food-borne illness investigations
- ◆ Community consultations and advice to healthcare providers and the public: 94



Inform, Educate & Empower

The Florida Department of Health—Nassau County has continued efforts to **Inform, Educate, & Empower** people about health issues to reduce and eliminate public health disparities in the community. Programs that empower people to make healthy lifestyle choices include:

- ◆ *W.I.C. Program Services* provides services to over ~3100 participants each month with nutrition education, breastfeeding education and support, and supplemental healthy food vouchers.
- ◆ *Healthy Start Program* provides case management, counseling, childbirth education, parenting education, breastfeeding education, smoking cessation, inter-conceptional education to pregnant women, infants and their families. The car seat project provides education, car seats, and booster seats at a discounted rate to those who qualify. We provide 'Pack n' Plays' for families who do not have a safe place for their infant to sleep and use incentives such as the baby bucks program when clients meet goals and participate in the Healthy Start Program. These 'baby bucks' can be used at our internal store to purchase items.
- ◆ *Tobacco Education Program* provides anti-tobacco education, employer cessation services, and promotes smoke free dwellings. Students Working Against Tobacco (SWAT) youth provided education to community leaders this past year and received town resolutions limited the sale of candy flavored tobacco products.
- ◆ *Community Health Education Program* provides a lending library and a train-the-trainer session for community led health education classes including diabetes self-management series, healthy cooking classes, healthy savvy supermarket shopper classes, healthy lifestyles classes, and walk with ease.

Mobilize Community Partnerships

We **Mobilize Community Partnerships** to identify and solve health problems through a collaborative process and to utilize all human and material community resources. *Participation in the following Coalitions/Partnerships:*

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> ◆ ACHIEVE grant ◆ Amelia Urgent Care ◆ Baptist Nassau ◆ Barnabas Interagency Council ◆ Chamber of Commerce Healthcare Council ◆ Coalition for the Reduction & Elimination of Disparities in Health (CREED) ◆ Domestic Task Force and Community Action Team ◆ Federal Qualified Health Center Steering Committee ◆ Hilliard Life Care Center ◆ Infant Mortality Task Force | <ul style="list-style-type: none"> ◆ Interfaith Health Ministry ◆ Nassau Alcohol, Crime & Drug Abatement Coalition ◆ Nassau County Health Improvement Coalition ◆ Nassau County Medical Society ◆ Nassau County School Health Advisory Council ◆ Nassau Traffic Safety Council ◆ NEFL Area Health Education Center ◆ NEFL Breastfeeding Collaborative ◆ NEFL Counts Steering Committee ◆ NEFL Fetal Infant Morality Review ◆ NEFL Healthy Start Coalition ◆ NEFL Metropolitan Area HIV Planning Council ◆ NEFL Uninsured Work Group ◆ Partnership for a Healthier Nassau | <ul style="list-style-type: none"> ◆ Partnership for Child Health ◆ Quality Health ◆ Safe Kids Coalition of NEFL ◆ St. Johns River Rural Health Network ◆ St. Mary's River Management Committee ◆ St. Vincent's Mobile Health Unit/NEFL Baptist Dental Unit ◆ Teen Pregnancy Prevention Task Force ◆ Tobacco Free Nassau Partnership ◆ Women's Center of Jacksonville |
|--|--|--|



Develop Policies & Plans

Florida Department of Health - Nassau County assists in the *Development of Policies & Plans* to support individual and community health efforts.

- ◆ Monitoring contractors and providers
- ◆ Community health planning
- ◆ Strategic and performance planning
- ◆ Establishment of procedures for water well permits
- ◆ Develop and Exercise Disaster Preparedness Plans (Project Public Health Ready)
- ◆ Develop School Health policies, including a breastfeeding in workplace policy for school employees
- ◆ Promote tobacco free policies within the community. -



Enforce Laws

Florida Department of Health - Nassau County *Enforces Laws* and regulations that protect and ensure safety throughout the county. It is our job as a community based, regulatory agency to be attentive, responsive and informative. We play a major role in the protection of drinking water, regulation of care provided in health care facilities and programs & education about child car safety usage and childhood immunizations. These include:

- ◆ Environmental Health Division provides enforcement to promote safe food, clean air, water and other places such as community swimming pools.
- ◆ Car seat safety technicians performed over 60 inspections to ensure infants and children were accurately and securely buckled in their car seat.

- ◆ School Health Program assures compliance with Florida statues for the following: immunizations, school entry health exams, health screenings and basic student health services and health maintenance is provided for students with health conditions.



Link to/Provide Care

Florida Department of Health—Nassau County *Links and Provides Care* to people in the community through a multitude of programs including primary care clinics, family planning services, dental services, WIC Program services, Healthy Start Program and assistance with application for a number of healthcare financial enrollment processes.



- ◆ *School Health—5,124 vision screenings; 3,432 hearing screenings; 4,426 dental services; 3,801 growth & development screening (BMI/Age); 2,175 reported health conditions of student; 17,996 doses of medication administered; 17,256 first aid services; 9,510 complex medical procedures; 56,205 school health room visits with 91% returning to the classroom.*

Nassau County provided care or linked people to care through the following activities:

- ◆ *Provided immunization services to 352 clients for a total of 375 visits.*
- ◆ *Delivered family planning services to 1,203 client for a total of 2,343 visits.*
- ◆ *Provided primary care services to 684 primary care enrolled patients for a total of 3,083 client visits.*
- ◆ *Provided 3,001 clients with 6,166 visits for a total of 20,690 dental services. Provided community Dental health education throughout the community on the importance of oral health. Received a grant of \$25,000.00 where ~300 children received tooth sealants.*
- ◆ *Assisted 61 residents with eligibility for charity care and specialty referrals.*
- ◆ *Processed 32 family planning waiver applications.*



Assure Competent Workforce

Florida Department of Health - Nassau County *Assures a Competent Workforce* through recruiting, training and planning a competent public health and personal health care workforce. We strive to continuously improve and develop programs and staff of the public health workforce, including opportunities for formal and informal public health leadership. We frequently provide student and interns opportunities to learn through internships and community rotations. Highlights include:

- * Provided a number of students and interns opportunities to obtain on the job and public health training. Many of these opportunities were in partnership with local schools and universities.
- * Volunteer providers working for the local health department provided over 473 hours (~\$9,723.00).
- * Florida Epidemic Intelligence Service (EIS) Fellow two year grant award for a post graduate Master's fellow in applied epidemiology and worked part of the 2012-2013 year.
- * Provided quarterly and ongoing staff training opportunities; Provided several managers and supervisors opportunities to attend a variety of Leadership Institutes to increase leadership competencies, including the DOH Leadership Institute. One staff completed her Doctorate in Nursing.
- * Ongoing progress on the workforce development plan for the county health department. Many of the employees have a developed and ongoing Individualized Development Plan.

Evaluate & Research

Florida Department of Health - Nassau County provides *Evaluation & Research* services to the community to improve the effectiveness, accessibility and quality of services and programs we provide. We provide data to community partners to assist partnership building within the local public health system.

- ⇒ Health Needs Assessment
- ⇒ Community SWOT Analysis, Issue Focus Groups
- ⇒ Customer complaint policy and procedures (100% compliance “complaint resolved within 24 hours”)
- ⇒ Annual Customer Satisfaction Survey with the following increased results:
 - ◆ 2010-2011 SFY results = 98.6% (595 surveys completed)
 - ◆ 2011-2012 SFY results = 99.2% (839 surveys completed)
 - ◆ 2012-2013 SFY results = 99.4% (914 surveys completed)
- ⇒ Quality Assurance & Performance Improvement initiatives
- ⇒ Health Department snapshots and scorecards
- ⇒ Poster Presentations and Publications
- ⇒ Organizational Network Analysis



Business Measures for Success

Partnership for Healthier Nassau Community Accomplishments

Access to Care – FQHC 5013c entity (Family Health & Wellness Center of Nassau); Ongoing Community Resource Guide, health information survey collection

Behavioral Health – Established baseline date for number of Nassau County citizens receiving substance abuse and mental health services in d/t collaboration with BMC and Starting Point. Initiated a campaign to educate community members about the availability, treatability, and affordability of SAMH care in Nassau County with NACDAC, Starting Point, NAMI, and other providers. Created a Behavioral Health Resource Guide (NACDAC); Identified a student group for suicide peer mentor training with expert trainer. Youth are creating a "revised" suicide prevention campaign; NACDAC partnership with law enforcement for RX drug take back and monitoring increasing capacity for programs this year by working with county in addition to city. In process to offer RX training and prescription drug monitoring program.

Chronic Disease – Walk with Me physical activity campaign kick off, Walk with a Doc program in Callahan, UF/Nassau County Extension Walk with Me Group in Fernandina Beach; Candy Flavored Tobacco Resolutions (TFPN) by Nassau cities (Fernandina Beach, Callahan, Hilliard)

Injury and Violence – Time study of Distracted Driving frequency, submission for funding to initiate Nassau Distracted Driving Project. Partnership with Nassau County Traffic Safety Council; October awareness campaign for Domestic Violence - partnership with Micah's Place and Community Action team; April awareness campaign for Child Abuse

Maternal and Child Health – Created a local Infant Mortality Task Force; Teen Prep Grant, Youth Leadership Council; Hilliard Teen Clinic

FDOH Nassau County Strategic Plan Accomplishments

In September of 2012 our agency completed a comprehensive review and update to our Nassau Public Health Strategic Plan. The final plan was approved in December 2012.



Staff input was gathered to support revisions in this process by completing a SWOT analysis. This process identified organizational strengths, weakness, opportunities and threats. The results were analyzed and compiled for the final revised strategic plan for years 2013-2015. This revised Strategic Plan aligns with the Florida Department of Health's State Strategic Plan but remains specific to the public health needs of Nassau County.

Our Strategic Focus was revised to include three key areas of Prevention initiatives, Health Infrastructure and Organizational Excellence.

FDOH Nassau County Quality Improvement Accomplishments

- ◆ Electronic Health Record Implementation in Clinical Services.
- ◆ Quality Improvement Project—Employee Satisfaction.
- ◆ Quality Improvement Committee reviewed audit findings of six programs: Environmental Health Water program, Healthy Start program, Teen Prep grant, Immunization program, School Health Nursing program, HIV program and Epidemiology program.

State & Local Community Health Improvement Plan Alignment

State	Local
Adolescent Reproductive Health	Maternal & Child Health
Cessation/Tobacco	Chronic Disease Reduction
Organizational Excellence	Public Health Accreditation
Optimize Communications	Public Health Branding & Communications Planning
Competent Workforce	Staff Training Measures & Customer Satisfaction

Major Events & Accomplishments for 2012/2013

- * The Dental Program received a \$25,000.00 grant and partnered with the Nassau County School District to provide sealants to children at Callahan and Hilliard Elementary dental sealants.
- * Healthy Start partnered with the Feed the Children organization to host the Feed the Children Event. 1200 Boxes of food, cleaning supplies, hygiene items and water. Over 272 registered families with over 1200 people served.



- * In alignment with the Community Health Improvement Health, the Health Department in partnership with local health partners created the Nassau County Infant Mortality Task Force.
- * The SWAT (Students Working Against Tobacco) students worked with the Town of Callahan and Town of Hilliard to pass Candy Flavored Tobacco Resolutions.

- * The Nassau County Healthy Start Program received a three-year to implement the 4 Me Teen Prep Program. 11 youth completed inaugural 4 class series.



Teen Power

- * Received the NEFL Teen Pregnancy Task Force Mini-grant "Rural Teen Health Grant" \$7,000.00. Ages 15-19 living in rural Nassau County. Implemented the Westside teen clinic in Hilliard providing core clinical health services such as BMI and blood pressure screenings and STD screening. Other services include reproductive health services, education, and referrals.

Office & Clinic Locations

Administrative Office

30 S. 4th Street, (904) 548-1800

Administrative Services & Vital Statistics

(904) 548-1810 Healthy Start

Environmental Health Services

James Page Governmental Complex

96135 Nassau Place, (904) 548-1830

Yulee Full Service School

86207 Felmor Road

(904) 548-1849 Dental Services

(904) 548-1853 Health Education

Fernandina Beach

1620 Nectarine Street

(904) 548-1860 Clinical Services

Yulee

86014 Page's Dairy Road

(904) 548-1880 Clinical Services

(904) 548-1890 WIC Services

Hilliard

37203 Pecan Street

(904) 845-4761 Dental Services

(904) 845-2660 WIC Services

Callahan

45377 Mickler Street

(904) 879-2306 Clinical Services

(904) 879-6377 WIC Services

Baker County WIC

85 W. Railroad Ave.

(904) 259-3233 WIC Services

Florida Department of Health - Nassau County -

30 South 4th Street -

Fernandina Beach, FL 32034 -

(904) 548-1800 -

Website: www.nassaucountyhealth.org -