



Public Health
Prevent. Promote. Protect.

Nassau County Health Department

2011-2012 Annual Report



Message from Director

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

The Nassau County Health Department provides a range of services to the residents of our community – from promoting healthy lifestyles, and protecting the health of our residents through immunizations and disease investigation to serving as the provider of last resort for certain services such as dental care. This 2011-12 Annual Report reviews our purpose and the services we provided to accomplish our mission for the benefit of our community.



The recent economic downturn has presented unique challenges to our Health Department. While the demand for our services is increasing, the revenue streams we rely on have been decreasing. Despite these challenges, we strive to maintain quality, high-level services, live up to the expectations of our community and continue to prepare for a changing landscape. This necessitates we continually assess the value and impact of services, find new approaches for carrying out our work, identify new resources, strengthen our collaborations and maximize efficiencies.

We recognize we are not alone in working to assure the health of the public. Public health depends on partnerships, and as a community, Nassau County has demonstrated a commitment to build and maintain a strong public health network. At the end of the 2011-12 fiscal year, we accomplished a great achievement in supporting the Partnership for a Healthier Nassau in completing a three year Community Health Improvement Plan. This plan focuses on five strategic priorities: Access to Care, Behavioral Health, Chronic Disease, Injury and Violence and Maternal-Child Health. We also have many other examples of our involvement in community collaborations that work together to improve the health and quality of life for our residents.

I am proud of our dedicated and highly trained public health workforce who again responded to a range of emergencies and challenges – tropical storms, communicable disease outbreaks, while daily continuing to provide services that protect and promote health. We were honored to be nationally recognized for our disaster preparedness efforts and meeting benchmarks for Project Public Health Ready. We applied for and received grants to increase dental and health education services. Lastly, our organization is preparing for national public health accreditation and working collaboratively with regional and state partners to achieve the highest level of performance to fulfill our public health role.

Sincerely,

Eugenia Ngo-Seidel, MD, MPH

Director, Nassau County Health Department

Senior Leadership Division Directors



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



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



Mike Godwin
Environmental Health
Services Division Director



Mike Beard
Administrative Services
Division Director



Tracy Canady
Dental Program
Division Director



Heather Huffman, MS, RD,
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

The Business of Public Health

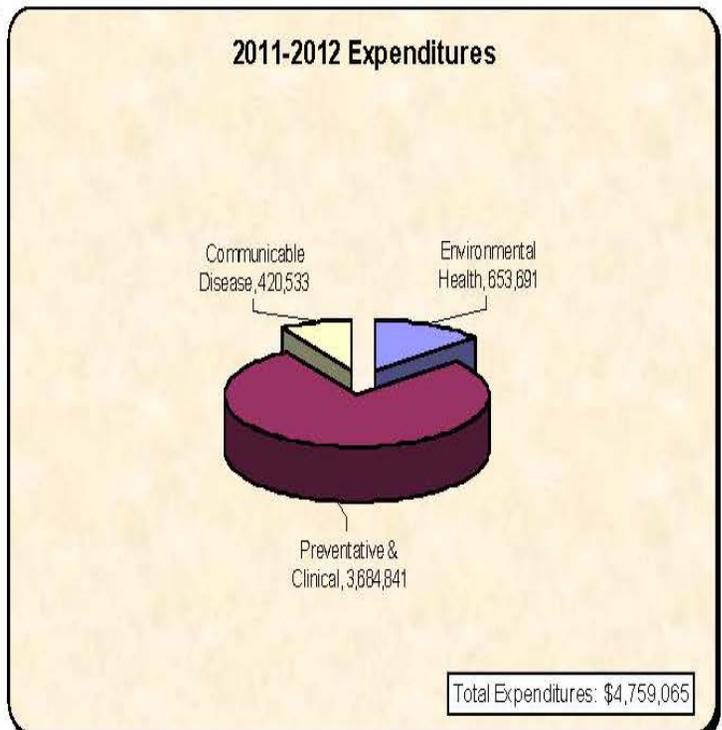
Protecting, promoting and improving the health of the citizens and visitors of Nassau County is our primary business. Our day-to-day operations encompass numerous routine business functions including finance, purchasing, accounting, information technology, human resources, and legal/risk management. As public health has evolved, a major business management focus has been on accountability. Health Departments are caretakers of county, state, federal, and grant funds and ensuring that “we get what we pay for” is a foundation of our business practices. County Health Departments in the State of Florida are a shared model/partnership between the County and State. This model lays the groundwork for the priorities and policies that govern our role in providing public health services.

Some key strategies of managing the business of public health include:

- Developing workforce practices to achieve high performance
- Building sustainable revenue for financial stability
- Aligning resources with strategic planning
- Implementing cost efficient and effective processes that produce positive public health outcomes
- Assuring quality of services, performance and customer satisfaction
- Promoting transparency, public and interagency opportunities for collaboration and partnership

The Nassau County Health Department strives to provide service to the public and to be adaptive to the ever changing health needs of the community. Recent economic trends require that division and program managers grow their management skills to enable us to be successful in maximizing limited financial resources. The commitment of time for planning, organizing, leading and evaluating has never been greater.

FY 2011-2012 Revenues	Amount	%
Grants & Contracts	\$ 522,479	10.70%
Fees-Environmental & Vital Statistics	\$ 344,320	7.06%
Board of County Commissioners	\$ 1,030,827	21.12%
3rd Party/Medicaid Reform Clinic Fees	\$ 197,133	4.04%
State General Revenue	\$ 915,440	18.76%
State Appropriated	\$ 346,499	7.10%
Federal Funds	\$ 904,954	18.54%
Medicaid & Medicare	\$ 619,102	12.68%
Total Revenues	\$ 4,880,754	

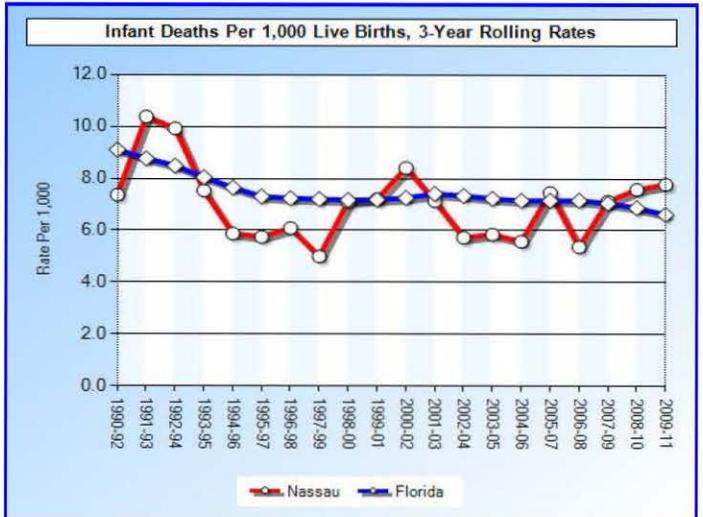
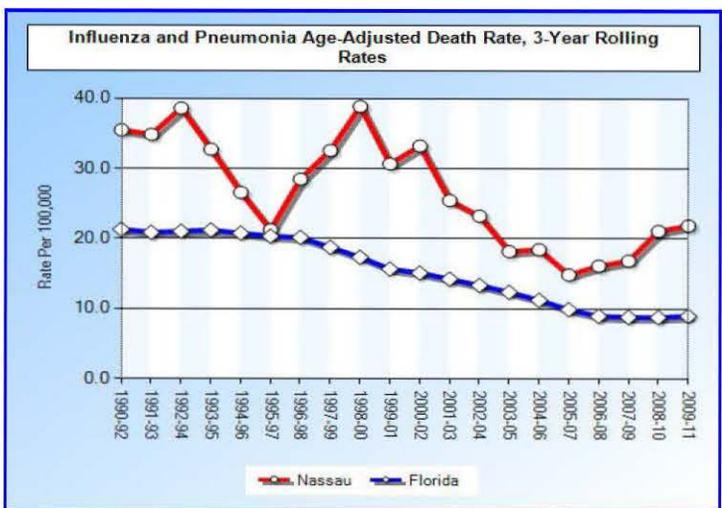
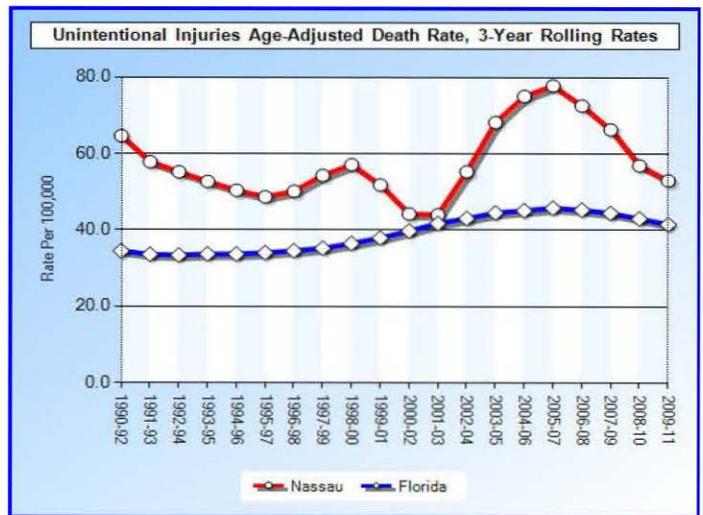
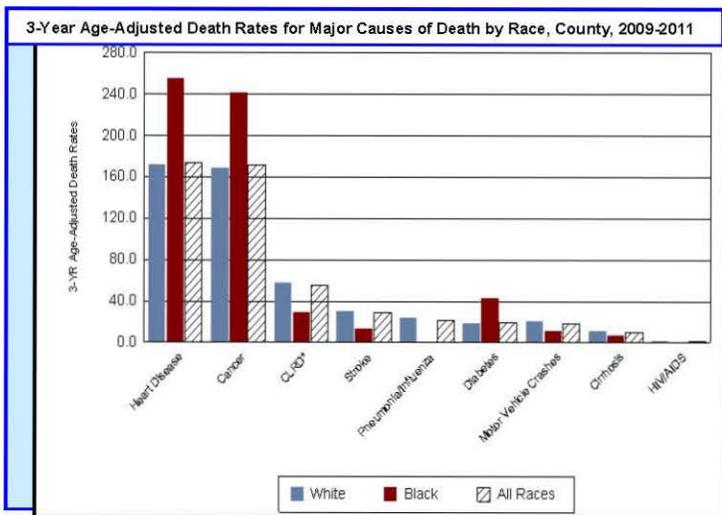


Nassau County Health Indicators

Community Opportunities and Threats

Opportunities	Threats
Technology - Expanding Information & Research - Community Partnerships & Alliances - National Accreditation - Mobilizing for Action through Planning & - Partnerships (MAPP)	Economic Downturn - Shrinking Resources - Lack of Public Transportation - Federal Healthcare Reform - State Medicaid Reform -

Selected Outcomes Related to Community Needs



Source: Florida Charts

What We Do

The Three Core Functions and the Ten Essential Public Health Services



At the local level, each community has a unique “public health system” comprised of individuals and public and private entities that are engaged in activities that affect the public’s health. Public health is most successful when communities are working together and partnerships are strong. Local health departments play a pivotal role in assuring the health of communities, and the community should reasonably expect the local health department to fulfill certain functions.

PREVENT

- ◆ Operate 5 clinic locations providing medical, family planning, dental, primary care services, and WIC services.
- ◆ Provide over 1,300 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 100 women over 50 years of age low cost yearly mammograms, pap smears, and clinical breast exams.
- ◆ Provide case management to approximately 30 HIV patients including education and counseling, assistance with prescription drugs and dental services.
- ◆ Deliver more than 25,933 services to 776 Healthy Start clients and 34,326 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.

PROTECT

- ◆ Monitor 13 miles of local beaches, storm water runoff to rivers, public swimming pools, wells and septic tanks systems. More than 170 septic systems were permitted last year.

Monitor Health

Nassau County Health Department **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.



- ◆ Monitor water wells
- ◆ Determine and monitor water quality
- ◆ Mosquito surveillance
- ◆ Needs Assessments
- ◆ Beach water monitoring and testing
- ◆ Vital Statistics—Received 2, 645 applications for birth & death certificates and issued 7,260 certificates
- ◆ Syndromic Surveillance



Diagnose & Investigate

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

- ◆ Conducted over 520 disease investigations in 2011-2012, including:
 - ⇒ Animal bites: 203 (Year 2011)
 - ⇒ Not Notifiable: 28 (Year 2011)
 - ⇒ Epidemiology (EPI): 33 (Year 2011)
 - ⇒ All Sexually Transmitted Diseases (STDs): 246 (Year 2010)
 - ⇒ Tuberculosis (TB): 1 (Year 2011)

- ⇒ Human Immunodeficiency Virus (HIV): 5 (Year 2011)
- ⇒ Acquired Immunodeficiency Syndrome (AIDS): 4 (Year 2011)
- ◆ Produced 12 EPIGRAM publications and disseminated to over 50 community partners
- ◆ STD/HIV Testing & Counseling
- ◆ Food-borne illness investigations



Inform, Educate & Empower



Jill Minasi, Kelly Freeman & BJ Owens of Healthy Start @ Annual Healthy Start Celebration

The Nassau County Health Department 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 provides services to over 3000 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 & Prevention provides anti-smoking education to over 1500 youth in Nassau schools and over 75 educational presentations provided across the county.
- ◆ 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

Nassau County Health Department **Mobilizes** **Community Partnerships** to identify

and solve health problems through a collaborative process and to utilize all human and material community resources.

- ◆ Partnership for a Healthier Nassau— completed the 2012 Community Health Improvement Plan.
- ◆ Tobacco Free Nassau Partnership
- ◆ Nassau County Health Improvement Coalition
- ◆ Teen Pregnancy Prevention Task Force
- ◆ Infant Mortality Task Force

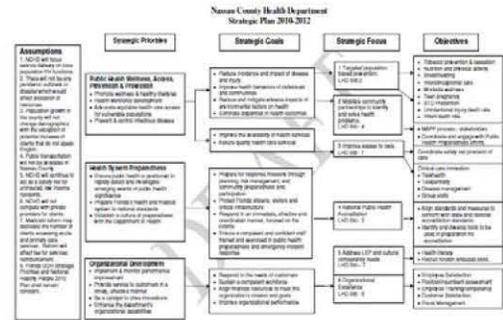
Participation in the following Coalitions/ Partnerships:

- ◆ NEFL Healthy Start Coalition
- ◆ Ryan White Coalition
- ◆ FQHC Steering Committee
- ◆ ACHIEVE grant
- ◆ NACDAC
- ◆ NEFL Breastfeeding Collaborative
- ◆ Nassau County Medical Society
- ◆ St. Vincent's Mobile Health Unit/NEFL Baptist Dental Unit
- ◆ NEFL Safe Kids Coalition
- ◆ St. Mary's River Management Committee
- ◆ Nassau County School Health Advisory Council

Develop Policies & Plans

Nassau County Health Department 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

Nassau County Health Department 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:

- ◆ Car seat safety technicians performed over 30 inspections.
- ◆ Environmental Health Division provides enforcement to promote safe food, clean air,

water and other places such as community swimming pools.

- ◆ School Health Program enforces school immunization requirements and disease control.



Link to/Provide Care

Nassau County Health Department **Links and Provides Care** to people in the community in 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.



a child in the Yulee Dental Clinic.

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

- ◆ *Provided over 19,200 services with 3,577 visits.*
 - ◆ *Provided 7,750 primary care services to 500 primary care enrolled patients through 3,174 client visits.*
 - ◆ *Provided 3,181 clients with 6,752 visits for a total of 23,406 dental services. Provided community Dental health education throughout the community on the importance of oral health.*
 - ◆ *Assisted 300 residents with eligibility for charity care and specialty referrals.*
 - ◆ *Processed 24 family planning waiver applications.*
 - ◆ *Processed 179 presumptive Medicaid eligibility applications for pregnant women.*
-
- ◆ *School Health—3,184 vision screenings; 2,422 hearing screenings; 866 scoliosis screenings; 2,187 growth & development screening (BMI/Age); 2,686 nursing assessments; 5,697 complex medical procedures; 14,699 doses of medication given; 16,891 first aid services provided; 4,205 new record reviews; and 14,632 school staff/parent consultations.*



Assure Competent Workforce

Nassau County Health Department 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 4 nursing students and 1 dental assistant opportunities to obtain on the job and public health training in partnership with academic institutions, providing over 207 hours of student volunteer work.
- * Florida Epidemic Intelligence Service Fellow two year grant award for a post graduate Master's fellow in applied epidemiology.
- * Provided quarterly and ongoing staff training opportunities; Provided several managers and supervisors opportunities to attend a variety of Leadership Institutes to increase leadership competencies.
- * Developed a workforce development plan for the county health department and prompted individual development plans for all staff.

The image shows a customer satisfaction survey form with various sections for demographic information, service evaluation, and additional comments. It includes checkboxes for 'Very Satisfied', 'Satisfied', 'Neutral', 'Dissatisfied', and 'Very Dissatisfied'.

Evaluate & Research

Nassau County Health Department 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
- ⇒ Annual Customer Satisfaction Survey with a 98% response of satisfactory or better
- ⇒ Quality Assurance & Performance Improvement initiatives, including Organizational Network Analysis project
- ⇒ Local County Health Department snapshots and scorecards

Nassau County, Florida Year: 2012 County Performance Snapshot						
Measure	Year(s)	Rate Type	County Quantile 1=most favorable 5=least favorable	County Rate	State Rate (rank in State)	Meets or Exceeds Target
Product and Service Outcomes						
10 Monitor health status and understand health issues facing the community						
11a-11 Heart Disease Deaths	2010	Age-adjusted death rate	3	189.2	147.7	155
11a-21 Cancer Deaths	2010	Age-adjusted death rate	3	153.4	159.2	159.7
11a-31 Chronic Lower Respiratory Disease (CLRD) Deaths	2010	Age-adjusted death rate	3	48.9	37.6	34.8
11a-41 Unintentional Injury Deaths	2010	Age-adjusted death rate	3	54.0	41.3	45
11a-51 Stroke Deaths	2010	Age-adjusted death rate	3	30.9	29.8	39
11a-61 Unintentional Injury Death rate for children ages 14 and under	2010	Rate per 100,000 children ages 14 and under	1	0.0	8.4	7.3
11a-71 Excess Diseases Total	2010	Rate per 100,000 population	4	107.9	62.7	28,474

Office 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



Clinic Locations



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





Nassau County Health Department

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